

**Achievement of Market-Friendly Initiatives and Results Program
(AMIR 2.0 Program)**

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Field Survey – New MFI Products – Phase II
(MFI Product Market Needs Assessment Survey)

Final Report

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Executive Summary

The overall goal of this survey is to provide useful information to assist in evaluating new loan products to be offered to the Jordanian microfinance market by AMIR's four partner microfinance institutions namely, Microfund For Women (MFW), Jordan Micro Credit Company (JMCC), Cooperative Housing Foundation's Jordan Access to Credit Project (JACP), and Ahli Microfinance Company (AMC) and to assess their clients' satisfaction. Accordingly, the survey targeted a sample of 164 clients of these institutions as well as 142 potential small and micro enterprise borrowers from the areas that the MFIs work in: Amman, Baqaa, Zarqa and Ruseifa, and Irbid. Also, nearly 73% of the respondents were operating a registered business while 27% were in the informal sector.

The purpose of this document is to present the field survey findings according to the designed analysis plan which assesses the sample's interest in obtaining new loan products and analyzes the differences in this interest in terms of the clients' current loan features and their level of satisfaction, the gender of the decision maker in the enterprise, and the different locations, as well as affordability of repayment and availability of collateral.

The general analysis of the survey results indicated that both males and females were interested in borrowing. In fact, nearly 85% of the total sample was interested in obtaining a loan, and most of them were in the retail trade and general services sectors of Amman and Irbid. Most enterprises interested in loans had average monthly sales within the range of JD200-1000. Most requested a loan size above JD1000 with nearly one quarter requesting a loan size of JD3000-6000.

By separating out current (164) from potential clients (142), closer analysis of the potential clients reveals that around 69% were interested in obtaining loans. Nearly half of those request a JD500-3000 loan size and nearly a quarter request loan size above JD6000.

The survey found that nearly one third of those interested in loans indicated their willingness to pay monthly between JD50-100 in repayments, with females not will to pay more than JD250 a month. As for the most available collateral, a cosigner and real estate were the predominant types.

Analysis of Suggested Product Types

The document analyzes information for six new products, including larger loans to small businesses, taxi loans, home improvement loans or real estate based loans, life insurance, Islamic lending, and leasing, or rent-to-own. These products were identified by the partner MFIs as potential markets for expansion.

Larger Loans to Small Businesses: All enterprises located in Amman and Irbid with more than 5 employees requested loans above JD3000, also enterprises with larger average monthly sales request larger size loans. Of enterprises with more than 5 employees surveyed in Amman 30.8 percent requested loans over JD 10,000. For enterprises with 5 or less employees, Amman (65.4%), Madaba (58.7%), Jerash (52.9%) and Irbid (50%) all had at least half of respondents requesting loans over JD3,000. Also more males than females requested the larger loan sizes, as did more registered businesses than informal ones. In particular, half the male operated enterprises with more than 5 employees are interested in loans above JD10,000, and none of them are interested in loan size below JD3000.

Most survey participants' repayment affordability ranges between JD50-200 per month and tends to be higher for fixed assets loan clients, registered businesses, males, and Irbid-located enterprises. Also the two most predominant available guarantee types are real estate and co-signers.

Taxi Cars Loans: The majority (nearly 64%) of those interviewed taxi owner-driver respondents were interested in obtaining a loan if offered on favorable terms.

Life Insurance: Only a third of the respondents were interested in life insurance. Of those, the greatest interest was in Amman (42%) and Zarqa/Ruseifa (25%). Men were slightly more likely to be interested than women, with 53% of males and 47% females interested in life insurance. 32% of respondents were interested in life insurance. However, only 3.6% had life insurance before, and 8.6% currently have it. What those that had had insurance liked most was that it helped them to secure a future for their family.

Nearly 75% of those respondents who were interested in life insurance product were willing to pay above JD5 to have a benefit of JD 10,000 Approximately 58% of those interested in life insurance have sales of 51-1000 JD per month, which suggests that many of those interested in life insurance could afford to pay a monthly premium.

Home Improvement Loans: Only 21% of respondents were interested in home improvement loans. Of those, 37% said they could provide real-estate collateral and 37% said they could offer a co-signer to guarantee the loan. 21% of respondents were interested in home improvement loans. Only 4.6% have had a home improvement loan before and 2.3% currently have one. The fact that the loan improved their housing situation was cited by 45.5% of respondents as what they liked best about the loan.

Islamic Lending: The survey examined the reason why respondents may not be interested in obtaining a loan even if offered on favorable terms. Three main reasons were reported by the majority of respondents in all locations of the survey, these were 1) not liking to be in debt, reported by the majority in Madaba, Jerash and Irbid, 2) not needing a loan, reported by more than 40% of respondents in Amman and Zarqa, and 3) because of religious beliefs, which was reported by nearly one third of respondents in all locations except Zarqa. These three reasons were reported equally by females, while more males reported religious reasons and not needing a loan as reasons.

In examining further the interest of those whose religious beliefs were the prohibitive reason for not obtaining a loan, most were willing to share their profits in return for receiving advance funds, which represents the concept of Murabaha, one form of Islamic lending.

Leasing/ Rent-to-Own: Only 2% of the interviewed respondents indicated that they rent equipment for use in their work. They operate in the garment, retail trade, and general services sectors. Of those surveyed, 64.3 percent receive credit from their supplier. Together these results indicate minimal potential for leasing or rent-to-own products as viable alternatives to lending.

Loan Product and Service Analysis

The survey examined the interest of respondents in new loan product/services and shed light on their likes, dislikes and sources of the loan product/services if they had experience in it. Ten loan product/services were examined. These were:

1. Working capital loan

2. Fixed asset loan
3. ATM card
4. Revolving credit line
5. Seasonal credit loan
6. IT/business training loan
7. Short term savings
8. Long term savings

In summary, the results indicated an interest in the following products, in order of level of interest expressed by survey participants:

- 72.9% of respondents were interested in working capital loans. 51.8% had a working capital loan before and 52.8% have one currently. Many of those who have had working capital loans liked the easy and fast procedures, which were cited by 39.5% of respondents, followed by the fact that it helped in improving and enlarging their businesses.
- 44% of respondents were interested in ATM cards. 31% have had an ATM card before and 2.4% have one now. Withdrawing money any time was cited by 85 respondents as what they liked in the ATM service
- 34% of respondents were interested in fixed assets. 14.1% have had a fixed asset loan before and 10.8% have one now. 29 out of the 45 respondents that had a fixed asset loan liked the easy and fast procedures.
- 31% of respondents were interested in short-term saving accounts. 17.3% had had a short-term savings account before and 16.7% were currently have one.
- 19% of respondents were interested in seasonal credit loan. 8.9% of respondents had experience with one before and 8.6% currently have one. The fact that seasonal credit helped in improving and enlarging their business was cited by 75.9% of respondents as what they liked best.
- 15% of respondents were interested in long-term savings accounts. 11.2% had had a long-term savings account before and 2.3% currently had one. 40 of respondents cited easy and fast procedures as what they liked in the long term saving account.
- 12% of respondents were interested in IT business training, but none had experience with one before or currently had one.
- 11.8% of respondents were interested in revolving credit. However, only 2% had experience with it before and 1.6% currently had a revolving credit line. Easy and fast procedures were cited by 40 of respondents as what they liked about the revolving credit line product.

MFI Satisfaction Analysis

The survey also examined the satisfaction of the MFIs' clients and analyzed their satisfaction with product features, customer service, branch cleanliness, and location. The analyses of the information compared the reported satisfaction with the loan size, loan term, payment frequency, interest rate, and fees of the loan product to the types of loans held by the respondents. In general, the MFIs enjoy high levels of client satisfaction, with the majority of clients stating that they are "satisfied" or "strongly satisfied" overall with the MFI. Clients were particularly satisfied with the relationships with their loan officers. Where there was dissatisfaction, it tended to come more from specific product features, such as interest rate, loan size, loan term and payment frequency.

To protect the MFIs' concerns for privacy, this document does not summarize the overall findings of the satisfaction analysis across all MFIs. Instead, a section related to the clients' satisfaction analyses of each MFI is separately included within this report.

1

Introduction

I. Introduction and Background

Jordanian microfinance institutions (MFI) to date have been successful in reaching many clients with what are considered the ‘typical’ products offered by an MFI – generic, short term, business purpose term notes. However, in order to expand market opportunities for the MFIs and improve their competitive positions, it is important to support product enhancement and diversification efforts. To that end, Chemonics’ Achievement of Market-Friendly Initiatives and Results (AMIR) program, funded by USAID, contracted Anita Campion, Microfinance Specialist, to assess what products are currently available to micro entrepreneurs to assist in the expansion and growth of their businesses, as well as to assess the reasonableness of new product concepts that the MFIs are currently considering. AMIR contracted the Community Development Group (CDG), a local market research firm, to conduct surveys and focus groups to measure the current levels of client satisfaction and to assess the interest that current and potential MFI clients have in new products that the MFIs in Jordan are planning to offer. This document summarizes the findings of the survey, which was based on input from over 306 micro and small enterprises (MSMEs) in Jordan (164 current and 142 potential MFI clients).

II. Methodology of the Survey

Sampling

The overall goal of this survey is to provide useful information to assist in evaluating new loan products to be offered to the Jordanian microfinance market by the four institutions namely, Microfund For Women, Jordan Micro Credit Company, JACP’s Jordan Access to Credit Project, and Ahli Microfinance Company and to assess the satisfaction of the clients with their loan product and the MFI they are dealing with. Accordingly, the survey targeted a sample of the clients of each of these institutions as well as potential small and micro enterprise borrowers from the areas that the MFIs work in.

The following table details the actual sample size of clients and potential borrowers in each of the 4 areas of the survey, specifically Amman, Baqaa, Zarqa/Ruseifa, and Irbid.

Actual Survey Sample Distribution

	MFI Client		Potential		
City	Female	Male	Female	Male	
Amman	20	62	1	25	108
Madaba			10	10	20
Irbid	2	39	13	12	66
Zarqa - Ruseifa	31		26		57
Baqaa	10		13	12	35
Jerash			10	10	20
Total MFI-Client Sample Size					164
Total Potential Borrower Sample Size					142
Total Males Sample Size					170
Total Females Sample Size					136
Total Sample Size					306

The survey also targeted a sample of taxi drivers (11 respondents) and small businesses (enterprises with more than 5 employees (30). The following table details their distribution.

Actual Small Business Survey Sample Distribution

City	5 or less employees	Greater than 5 employees
Amman	87	21
Madaba	20	
Irbid	59	7
Zarqa - Ruseifa	56	1
Baqaa	34	1
Jerash	20	
Total small enterprises sample		30

Questionnaire Design

The survey instrument was designed by the microfinance consultant and then translated by the survey team to Arabic. The questionnaire had two sections, one specifically to be applied to a current MFI client only (related to customer satisfaction), and the other part for both current and potential clients (related to new product interest).

Survey Implementation Methodology

The MFIs provided a randomly selected list of their clients with whom interview appointments were set by phone before the survey team visited the respondent. This served two purposes, first to introduce the survey to the respondent and to obtain the address and respondent's assurance that s/he will be present at the time of the interview.

The potential small and micro enterprise borrowers were interviewed in a random walk-in approach. An interview with a potential borrower had to satisfy two conditions: first, the respondent had to have an already established business, and second, the respondent had to be the financial decision maker at the enterprise.

Before starting the fieldwork, all social researchers, and field supervisors attended a training session to become familiar with the questionnaire and to ensure the best method of asking the questions and recording the answers.

Data Coding and Checking

A Microsoft Access database was developed for data entry of questionnaires. Each one of the completed questionnaires was checked for proper data collection and revised with the responsible surveyor when needed. Data with open-ended questions were then coded. MFIs were contacted to provide loan product information for those clients that were interviewed in order to complement the information to be analyzed as per the analyses plan.

Data Analysis and Reporting

Along with the design of the questionnaire an analysis plan was also set by the microfinance consultant. Accordingly the entered data was analyzed using the statistical software package SPSS, and the frequency and cross tables were generated to produce this report of the survey findings, and to provide further ad hoc statistical analysis upon request.

2 General Analysis

The following sections describe the respondents' interest in obtaining a loan if offered on favorable terms. It looks at differences in this interest in terms of the industry sector of the respondents' enterprises, the gender of the enterprise's decision maker, and geographic locations. Affordability of repayment is also discussed as well as availability of collateral.

I. Interest in Borrowing

The following tables indicate that both males and females were interested in borrowing. In fact, nearly 85% of the total sample was interested in obtaining a loan, and most of who were in the retail trade and general services sectors of Amman and Irbid. Those enterprises interested in loans had average monthly sales within the range of JD200-1000. Most requested a loan size above JD1000 with nearly one quarter requesting a loan size of JD3000-6000.

It is not surprising that the 164 current clients would be interested in a loan. By separating out current (164) from potential clients (142) the analysis shows around 69% of potential clients were interested in obtaining loans. Nearly half of those request a JD500-3000 loan size and nearly a quarter request loan size above JD6000.

Table 2-1 shows the interest in borrowing among all respondents while Table 2-3 shows the interest in borrowing among potential clients.

Table 2-1
Distribution of enterprises according to their interest in a loan
if offered on favorable terms

Interested in a Loan?		Number	Percent
Yes		258	84.3%
No		48	15.7%
No	48	15.7%	
Total		306	100.0%
Total	306	100.0%	

Table 2-2 shows the interest in borrowing among potential clients; around 69% were interested in obtaining a loan while one third was not.

Table 2-2
Distribution of potential client enterprises according to their interest
in a loan if offered on favorable terms

Interested in a Loan?		Number	Percent
Yes		97	68.8
No		44	31.2
No		44	31.2
Total		141	100.0
Total		141	100.0

Requested Loan Size

It is noticeable in table 2-3 that, in general, loans larger than JD1000 are requested. More than 75% of those interested in borrowing request loan above JD1000. Specifically, 30% of those interested in loans prefer a loan size JD1000-3000 followed by 22% preferring larger loans of JD3000-6000.

Table 2-3
Distribution (%) of enterprises interested in a loan
if offered on favorable terms by required loan size

Loan Size (JD)	No.	Yes, Interested
< 500 JD	8	3.1
501-1000 JD	48	18.6
1001-3000 JD	78	30.2
3001-6000 JD	56	21.7
6001-10,000 JD	39	15.1
> 10,000 JD	29	11.2
Total		100.0

no. of respondents=258

Table 2-4 shows that over half of potential clients interested in obtaining a loan request a JD500-3000 loan size and nearly a quarter request loan size above JD6000.

Table 2-4
Distribution (%) of potential client enterprises interested in a loan
if offered on favorable terms by required loan size

Loan Size (JD)	Number	Valid Percent
< 500 JD	2	2.1
501-1000 JD	21	21.6
501-1000 JD	21	21.6
1001-3000 JD	31	32.0
1001-3000 JD	31	32.0
3001-6000 JD	18	18.6
3001-6000 JD	18	18.6
6001-10,000 JD	13	13.4
6001-10,000 JD	13	13.4
> 10,000 JD	12	12.4
> 10,000 JD	12	12.4
Total	97	100.0
Total	97	100.0

Interest in Loans by Sector

Table 2-5 presents the distribution of those 258 enterprises that showed interest in borrowing according to their industry sector. Half of them are operating retail trade enterprises and 20% are in general services.

Table 2-5
Distribution of enterprises according to their interest in a loan
if offered on favorable terms by industry sector (%)

Industry Sector	No.	Yes, Interested	No.	Not interested
Garment/Sewing	30	11.6%	6	12.5%
Handicrafts	11	4.3		
Handicrafts	11	4.3		
Food/restaurant	20	7.8	4	8.3
Food/restaurant	20	7.8	4	8.3
Wood/furniture	5	1.9		
Wood/furniture	5	1.9		
Metal/industrial	2	0.8		
Metal/industrial	2	0.8		
Retail/trade	127	49.2	20	41.7
Retail/trade	127	49.2	20	41.7
Wholesale Trade	2	0.8		
Wholesale Trade	2	0.8		
Taxi	7	2.7	4	8.3
Taxi	7	2.7	4	8.3
Other manufacturing	1	0.4		
Other manufacturing	1	0.4		
General service	53	20.5	14	29.2
General service	53	20.5	14	29.2
Total	258	100.0%	48	100.0%
Total	258	100.0%	48	100.0%

Interest in Loans by Gender

Table 2-6 presents the distribution of those enterprises that showed interest in borrowing according to the gender of the decision maker. When examining the gender difference, it is evident that both males and females are interested in borrowing, with men slightly more interested in borrowing than women - 56% of those interested are males and 43% are females.

Table 2-6
Distribution (%) of enterprises by their interest in a loan
if offered in favorable terms and by gender

Gender	No.	Yes, Interested	No.	Not Interested
Male	145	56.2	25	52.1
Female	113	43.8	23	47.9
Female	113	43.8	23	47.9
Total	258	100.0	48	100.0
Total	258	100.0	48	100.0

Interest in Loans by City

Table 2-7 presents the distribution of those enterprises that showed interest in borrowing according to the location of their enterprise. It is noted that 36.4% of those interested businesses are operating in Amman and 23% in Irbid, which reflects their larger sample sizes. However, what is more interesting is that 89% of enterprises surveyed in Irbid and 87% of those in Amman were interested in loans.

Table 2-7
Distribution (%) of enterprises by their interest in a loan
if offered in favorable terms and by location

Location	No.	Yes, Interested	No.	Not Interested	No.	Total	Percent interested per location
Amman	94	36.4%	14	29.2%	108	35.3%	87%
Madaba	17	6.6	3	6.3	20	6.5	85%
Madaba	17	6.6	3	6.3	20	6.5	85%
Irbid	59	22.9	7	14.6	66	21.6	89%
Irbid	59	22.9	7	14.6	66	21.6	89%
Zarqa&Ruseifa	46	17.8	11	22.9	57	18.6	80%
Zarqa&Ruseifa	46	17.8	11	22.9	57	18.6	80%
Baqaa	25	9.7	10	20.8	35	11.4	71.4%
Baqaa	25	9.7	10	20.8	35	11.4	71.4%
Jerash	17	6.6	3	6.3	20	6.5	85%
Jerash	17	6.6	3	6.3	20	6.5	85%
Total	258	100.0	48	100.0	306	100.0	
Total	258	100.0	48	100.0	306	100.0	

Interest in Loans by Enterprise Size

Table 2-8 and Table 2-9 indicate that the majority of enterprises in all locations are interested in loans regardless of their size, as measured by number of employees.

Table 2-8
Distribution (%) of Enterprises according to their interest in getting a loan
by enterprise size (no. of employees) and location

	Amman		Madaba		Irbid		Zarqa and Ruseifa		Baqaa		Jerash	
No. of employees	Interested	Not Interested	Interested	Not Interested	Interested	Not Interested	Interested	Not Interested	Interested	Not Interested	Interested	Not Interested
5 or less employees	93.1 (81)	6.9 (6)	85.0 (17)	15.0 (3)	88.1 (52)	11.9 (7)	80.4 (45)	19.6 (11)	73.5 (25)	26.5 (9)	85.0 (17)	15.0 (3)
> 5 employees	61.9 (13)	38.1 (8)			100 (7)					100 (1)		

(no. of respondents), total=258

In particular Table 2-9 shows that the distribution of those enterprises that showed interest in borrowing is concentrated among those achieving average monthly sales of JD200-500 (18%) followed by JD500-1000 (17.8%) and JD100-200 (14.7%).

Table 2-9
Distribution of enterprises interested in a loan
if offered in favorable terms by monthly sales (%)

Monthly Sales (JD)	No.	Yes, Interested %
50 JD or less	23	8.9%
51-100 JD	19	7.4
101-200 JD	38	14.7
201-500 JD	47	18.2
501-1000 JD	46	17.8

1001-2000 JD	21	8.1
2001-3000 JD	20	7.8
3001-5000 JD	12	4.7
5001-7000 JD	8	3.1
7001-10000 JD	13	5.0
10001-20000 JD	8	3.1
>20000 JD	3	1.2
Total	258	100.0%

II. Affordability of Repayment and Collateral

Nearly one third of those interested in loans indicated their willingness to make monthly loan payments between JD50-100, with females not exceeding JD250 a month. As for the most available collateral, a cosigner and real estate were the predominant types. Also most of the respondents with two loans, have either a fixed asset or a working capital loan running in parallel with a seasonal loan.

Table 2-10
Distribution of enterprises interested in a loan if offered in favorable terms
by affordable monthly repayment amount

Affordable Repayment Amount	No.	Percent %
10 JD or less	3	1.2%
11-20 JD	11	4.3
11-20 JD	11	4.3
21-30 JD	16	6.3
21-30 JD	16	6.3
31-50 JD	37	14.6
31-50 JD	37	14.6
51-100 JD	71	28.0
51-100 JD	71	28.0
101-150 JD	29	11.4
101-150 JD	29	11.4
151-200 JD	32	12.6
151-200 JD	32	12.6
201-250 JD	9	3.5
201-250 JD	9	3.5
251-300 JD	9	3.5
251-300 JD	9	3.5
301-500 JD	26	10.2
301-500 JD	26	10.2
501-750 JD	3	1.2
501-750 JD	3	1.2
751-1000 JD	7	2.8
751-1000 JD	7	2.8
1501-2000 JD	1	0.4
1501-2000 JD	1	0.4

no. of respondents=254

Table 2-10 above indicated that 28% of those interested in loans are willing to pay monthly between JD50-100 in repayments.

Table 2-11 below examines the affordability difference between males and females. On average, men are able to make larger monthly payments than women. The average repayment amount reported by the male respondents was JD7.3, while it was JD4.3 for females. Also none of the females can afford repayment amounts above JD250 a month.

Table 2-11
Distribution (%) of enterprises interested in a loan if offered in favorable terms
by affordable repayment amount and gender

Affordable Repayment Amount	No.	Male	No.	Female	No.	Total Sample
10 JD or less			3	2.7	3	1.2
11-20 JD	2	1.4	9	8.1	11	4.3

11-20 JD	2	1.4	9	8.1	11	4.3
21-30 JD			16	14.4	16	6.3
21-30 JD			16	14.4	16	6.3
31-50 JD	8	5.6	29	26.1	37	14.6
31-50 JD	8	5.6	29	26.1	37	14.6
51-100 JD	32	22.4	39	35.1	71	28.0
51-100 JD	32	22.4	39	35.1	71	28.0
101-150 JD	19	13.3	10	9.0	29	11.4
101-150 JD	19	13.3	10	9.0	29	11.4
151-200 JD	28	19.6	4	3.6	32	12.6
151-200 JD	28	19.6	4	3.6	32	12.6
201-250 JD	8	5.6	1	0.9	9	3.5
201-250 JD	8	5.6	1	0.9	9	3.5
251-300 JD	9	6.3			9	3.5
251-300 JD	9	6.3			9	3.5
301-500 JD	26	18.2			26	10.2
301-500 JD	26	18.2			26	10.2
501-750 JD	3	2.1			3	1.2
501-750 JD	3	2.1			3	1.2
751-1000 JD	7	4.9			7	2.8
751-1000 JD	7	4.9			7	2.8
1501-2000 JD	1	0.7			1	.4
1501-2000 JD	1	0.7			1	.4
Total		100.0		100.0	254	100.0
Total		100.0		100.0	254	100.0

Available Collateral

Table 2-12 shows that nearly 40% of respondents interested in borrowing offer a cosigner to guarantee a loan followed by 36% offering real estate.

Table 2-12
Distribution of enterprises interested in a loan
if offered on favorable terms by guarantee type

Guarantee Type	Frequency	Percent
Real estate	92	35.7%
Inventory	2	0.8
Inventory	2	0.8
Appliances	2	0.8
Appliances	2	0.8
Car/vehicle	21	8.1
Car/vehicle	21	8.1
Gold	2	0.8
Gold	2	0.8
Cash/savings	2	0.8
Cash/savings	2	0.8
Co-signer	101	39.1
Co-signer	101	39.1
Nothing	17	6.6
Nothing	17	6.6
Check	13	5.0
Good Reputation-Good Will	1	0.4
Pension Salary	3	1.2

Store Rent Contract	2	0.8
no. of respondents=258		

Table 2-13 below shows that men are more likely to offer real estate to guarantee a loan, whereas women are more likely to offer a co-signer.

Table 2-13
Distribution of enterprises interested in a loan
if offered on favorable terms by Collateral and Gender

Collateral	Male		Female		Total	
	No.	%	No.	%	No.	%
Real estate	57	39.3	35	31.0	92	35.7
Inventory	2	1.4			2	0.8
Inventory	2	1.4			2	0.8
Appliances	1	0.7	1	0.9	2	0.8
Appliances	1	0.7	1	0.9	2	0.8
Car/vehicle	15	10.3	6	5.3	21	8.1
Car/vehicle	15	10.3	6	5.3	21	8.1
Gold			2	1.8	2	0.8
Gold			2	1.8	2	0.8
Cash/savings	1	0.7	1	0.9	2	0.8
Cash/savings	1	0.7	1	0.9	2	0.8
Co-signer	49	33.8	52	46.0	101	39.1
Co-signer	49	33.8	52	46.0	101	39.1
Nothing	7	4.8	10	8.8	17	6.6
Nothing	7	4.8	10	8.8	17	6.6
check	8	5.5	5	4.4	13	5.0
Good Reputation-Good Will	1	0.7			1	0.4
Pension Salary	3	2.1			3	1.2
Store Rent Contract	1	0.7	1	0.9	2	0.8
Total		100.0		100.0	258	100.0

III. Double Loans

Of the 164 current clients, only 30 (18%) have more than one loan outstanding. Table 2-14 below indicates that 83% of the respondents who have two loans have either a fixed asset or a working capital loan running in parallel with a seasonal loan, and 5% currently have both a fixed asset loan and a working capital loan.

Table 2-14
Double Loans

Loan Use Types	No.	Percent
Have Fixed assets and Working	5	16.7

capital Loan		
Have Fixed or Working capital Loan and Seasonal	25	83.3
Have Fixed or Working capital Loan and Seasonal	25	83.3
Total	30	100.0
Total	30	100.0

IV. Registered Businesses

Table 2-15 indicates that of all respondents, 73% were operating a registered business while 27% were in the informal sector.

Table 2-15
Registered Businesses

Registered Business ?	No.	Percent
Yes	220	72.8%
No	82	27.2
Total	302	100.0

3

Analysis of Suggested Product Types

The following sections extract ideas and discusses the interest and preferences shown for six new loan product types, specifically larger loans to small businesses, Islamic lending, leasing or rent-to-own, taxi loans, home improvement loans or real estate based loans, and life insurance.

I. Larger Loans to Small Businesses

All enterprises located in Amman and Irbid with more than 5 employees requested loans above JD3000, also enterprises with larger average monthly sales request larger size loans. Most enterprises with 5 or less employees and currently holding a working capital or a fixed assets loan tend to request loan sizes below JD3000.

More males than females tend to request the larger loan sizes, also more registered businesses than the informal. In particular half the male operated enterprises with more than 5 employees are interested in loans above JD 10000, and none of them are interested in loan size below JD3000.

In general the repayment affordability ranges between JD50-200 a month and tend to be higher for fixed assets loan clients, registered businesses, males, and Irbid located enterprises. Also the two most predominant available collateral types are real estate and co-signers.

The tables below detail the analysis in terms of the requested loan size versus location, gender of decision maker, loan type, loan use, and formal/informal business.

I. Analysis by City

Requested Loan Size

Table 3-1 indicates that all enterprises that have more than 5 employees request loans over JD3,000. And 30.8 percent of enterprises with more than 5 employees in Amman requested loans over JD 10,000. For enterprises with 5 or less employees, Amman (65.4%), Madaba (58.7%), Jerash (52.9%) and Irbid (50%) all had at least half of respondents requesting loans over JD3,000. 23% of Madaba enterprises with 5 or less employees request loans JD3000-6000 in size while more than 35 request larger than JD6000 loans.

In Irbid 23% of the enterprises with 5 or less employees request a loan of JD3000-6000 and 27% request loans above JD 6000. The same applies for Jerash In Zarqa all enterprises request a loan below JD3000 with the highest concentration for loans JD500-1000 in size. In Baqaa, 40% of enterprises request a loan of JD1000-3000 and 24% of them above JD3000.

Table 3-1
Distribution (%) of requested loan size by enterprises interested in loan
by enterprise size (no. of employees) - % and (no.)

Amman						
No. of Employees	Loan Size (JD)					
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
5 or less employees		3.7% (3)	30.9% (25)	28.4% (23)	25.9% (21)	11.1% (9)
5 or less employees		3.7% (3)	30.9% (25)	28.4% (23)	25.9% (21)	11.1% (9)
>5 employees				53.8 (7)	15.4 (2)	30.8 (4)
>5 employees				53.8 (7)	15.4 (2)	30.8 (4)
Madaba						
Madaba						
No. of Employees	Loan Size (JD)					
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
5 or less employees	5.9% (1)	17.6% (3)	17.6% (3)	23.5% (4)	17.6% (3)	17.6% (3)
5 or less employees	5.9% (1)	17.6% (3)	17.6% (3)	23.5% (4)	17.6% (3)	17.6% (3)
>5 employees						
>5 employees						
Irbid						
Irbid						
	Loan Size (JD)					
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
5 or less employees		7.7% (4)	42.3% (22)	23.1% (12)	17.3% (9)	9.6% (5)
5 or less employees		7.7% (4)	42.3% (22)	23.1% (12)	17.3% (9)	9.6% (5)
>5 employees				28.6 (2)	14.3 (1)	57.1 (4)
>5 employees				28.6 (2)	14.3 (1)	57.1 (4)
Zarqa and Ruseifa						
Zarqa and Ruseifa						
	Loan Size (JD)					
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
5 or less employees	11.1% (5)	60.0% (27)	28.9% (13)			
5 or less employees	11.1% (5)	60.0% (27)	28.9% (13)			
6-10 employees		100 (1)				
6-10 employees		100 (1)				

	Baqaa					
	Loan Size (JD)					
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
5 or less employees	8.0% (2)	28.0% (7)	40.0% (10)	16.0% (4)		8.0% (2)
5 or less employees	8.0% (2)	28.0% (7)	40.0% (10)	16.0% (4)		8.0% (2)
>5 employees						
>5 employees						
	Jerash					
	Jerash					
	Loan Size (JD)					
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
5 or less employees		17.6% (3)	29.4% (5)	23.5% (4)	17.6% (3)	11.8% (2)
5 or less employees		17.6% (3)	29.4% (5)	23.5% (4)	17.6% (3)	11.8% (2)
>5 employees						
>5 employees						

Table 3-2 compares the average monthly sales achieved by the enterprises in the various locations to the requested loan size.

Table 3-2
Distribution (%) of requested loan size by enterprises interested in getting a loan
by their enterprise size (monthly sales)

Monthly Sales (JD)	Amman					
	Loan Size					
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
50 JD or less			100.0 (2)			
50 JD or less			100.0 (2)			
51-100 JD			100.0 (2)			
51-100 JD			100.0 (2)			
101-200 JD		14.3 (1)	57.1 (4)	14.3 (1)	14.3 (1)	
101-200 JD		14.3 (1)	57.1 (4)	14.3 (1)	14.3 (1)	
201-500 JD		6.7 (1)	26.7 (4)	53.3 (8)	13.3 (2)	
201-500 JD		6.7 (1)	26.7 (4)	53.3 (8)	13.3 (2)	
501-1000 JD			35.0 (7)	35.0 (7)	25.0 (5)	5.0 (1)
501-1000 JD			35.0 (7)	35.0 (7)	25.0 (5)	5.0 (1)
1001-2000 JD			9.1 (1)	36.4 (4)	45.5 (5)	9.1 (1)
1001-2000 JD			9.1 (1)	36.4 (4)	45.5 (5)	9.1 (1)
2001-3000 JD			25.0 (3)	33.3 (4)	33.3 (4)	8.3 (1)
2001-3000 JD			25.0 (3)	33.3 (4)	33.3 (4)	8.3 (1)
3001-5000 JD			28.6 (2)	14.3 (1)	28.6 (2)	28.6 (2)
3001-5000 JD			28.6 (2)	14.3 (1)	28.6 (2)	28.6 (2)
5001-7000 JD		33.3 (1)		66.7 (3)		
5001-7000 JD		33.3 (1)		66.7 (3)		
7001-10000 JD				37.5 (2)	12.5 (1)	50.0 (4)
7001-10000 JD				37.5 (2)	12.5 (1)	50.0 (4)
10001-20000 JD					75.0 (3)	25.0 (1)
10001-20000 JD					75.0 (3)	25.0 (1)
>20000 JD						100.0 (3)
>20000 JD						100.0 (3)

(no. of respondents = 94)

In Amman, 100 of those enterprises with monthly sales up to JD100 as well as more than half of those with monthly sales JD100-200 request a loan size JD1000-3000 in size, while more than 75% of enterprises with larger than JD500 monthly sales request a loan above JD3000.

Monthly Sales (JD)	Madaba					
	Loan Size					
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
50 JD or less	33.3 (1)	33.3 (1)	33.3 (1)			
50 JD or less	33.3 (1)	33.3 (1)	33.3 (1)			
51-100 JD						
51-100 JD						
101-200 JD				50.0 (1)		50.0 (1)
101-200 JD				50.0 (1)		50.0 (1)
201-500 JD		25.0 (1)	50.0 (2)	25.0 (1)		
201-500 JD		25.0 (1)	50.0 (2)	25.0 (1)		
501-1000 JD				33.3 (1)	33.3 (1)	33.3 (1)
501-1000 JD				33.3 (1)	33.3 (1)	33.3 (1)

1001-2000 JD					100.0 (2)	
2001-3000 JD		33.3 (1)		33.3 (1)		33.3 (1)
2001-3000 JD		33.3 (1)		33.3 (1)		33.3 (1)
3001-5000 JD						
3001-5000 JD						
5001-7000 JD						
7001-10000 JD						
10001-20000 JD						
>20000 JD						

(no. of respondents = 17)

In Madaba, almost all of the enterprises that achieve monthly sales above JD500 request loans above JD3000. Those with monthly sales of JD50 or less request loans below JD3000.

	Irbid					
Monthly Sales (JD)	Loan Size					
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
50 JD or less		14.3 (1)	42.9 (3)			42.9 (3)
51-100 JD			66.7 (2)	33.3 (1)		
51-100 JD			66.7 (2)	33.3 (1)		
101-200 JD		33.3 (2)	50.0 (3)	16.7 (1)		
101-200 JD		33.3 (2)	50.0 (3)	16.7 (1)		
201-500 JD			23.1 (3)	53.8 (7)	15.4 (2)	7.7 (1)
201-500 JD			23.1 (3)	53.8 (7)	15.4 (2)	7.7 (1)
501-1000 JD		9.1 (1)	54.5 (6)	27.3 (3)		9.1 (1)
501-1000 JD		9.1 (1)	54.5 (6)	27.3 (3)		9.1 (1)
1001-2000 JD			60.0 (3)		40.0 (2)	
1001-2000 JD			60.0 (3)		40.0 (2)	
2001-3000 JD					100.0 (1)	
2001-3000 JD					100.0 (1)	
3001-5000 JD			50.0 (2)	25.0 (1)	25.0 (1)	
3001-5000 JD			50.0 (2)	25.0 (1)	25.0 (1)	
5001-7000 JD				33.3 (1)	33.3 (1)	33.3 (1)
5001-7000 JD				33.3 (1)	33.3 (1)	33.3 (1)
7001-10000 JD					50.0 (1)	50.0 (1)
7001-10000 JD					50.0 (1)	50.0 (1)
10001-20000 JD					50.0 (2)	50.0 (2)
10001-20000 JD					50.0 (2)	50.0 (2)
>20000 JD						
>20000 JD						

(no. of respondents = 59)

In Irbid more than 75% of enterprises with monthly sales of JD200-500 and 100% of those with monthly sales JD2000-3000 and JD5000-20,000 request loans above JD3000.

	Zarqa and Ruseifa
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Monthly Sales (JD)	Loan Size					
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
50 JD or less	25.0 (2)	37.5 (3)	37.5 (3)			
51-100 JD	11.1 (1)	77.8 (7)	11.1 (1)			
101-200 JD		75.0 (12)	25.0 (4)			
201-500 JD		71.4 (5)	28.6 (2)			
501-1000 JD	25.0 (1)	25.0 (1)	50.0 (2)			
1001-2000 JD			100.0 (1)			
2001-3000 JD	100.0 (1)					
3001-5000 JD						
5001-7000 JD						
7001-10000 JD						
10001-20000 JD						
>20000 JD						

(no. of respondents = 46)

None in Zarqa area requests loans above JD3000 regardless of their monthly sales.

Monthly Sales (JD)	Baqaa					
	Loan Size					
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
50 JD or less		50.0 (1)	50.0 (1)			
51-100 JD	40.0 (2)	40.0 (2)	20.0 (1)			
101-200 JD			80.0 (4)	20.0 (1)		
201-500 JD		100.0 (3)				
501-1000 JD		25.0 (1)	50.0 (2)	25.0 (1)		
1001-2000 JD						
2001-3000 JD				100.0 (1)		
3001-5000 JD						100.0 (1)
5001-7000 JD			50.0 (1)			50.0 (1)
7001-10000 JD			50.0 (1)	50.0 (1)		
10001-20000 JD						
>20000 JD						

(no. of respondents = 25)

All enterprises in Baqaa with monthly sales below JD100 request loans below JD 3000, while same applies to 80% of those selling JD100-200 a month.

On the other hand all enterprises with monthly sales JD2000-5000 request loans above JD 3000, while same applies to 50% of those selling JD5000-10000.

Monthly Sales (JD)	Jerash					
	Loan Size					
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
50 JD or less						100.0 (1)
51-100 JD						
101-200 JD		50.0 (1)	50.0 (1)			
201-500 JD		20.0 (1)	40.0 (2)	20.0 (1)		20.0 (1)
501-1000 JD		25.0 (1)	25.0 (1)		50.0 (2)	
1001-2000 JD			50.0 (1)		50.0 (1)	
2001-3000 JD				100.0 (2)		
3001-5000 JD						
5001-7000 JD						
7001-10000 JD				100.0 (1)		
10001-20000 JD						
>20000 JD						

(no. of respondents = 17)

In Jerash 50% of enterprises with monthly sales JD500-2000 request larger than JD3000 loans, while those with monthly sales JD100-500 request loans below JD3000 in size. It should be noted that those with monthly sales below JD100 request the larger loan above JD10,000.

Available Collateral

Table 3-3 and Table 3-4 indicate that real estate and co-signer are the predominant collateral types regardless of the enterprise's size and location.

Table 3-3
Distribution of collateral by enterprises interested in getting a loan
according to their enterprise size (no. of employees) % and (no.)

Amman												
No. of Employees	Collateral											
	Real estate	Inventory	Appliances	Car/vehicle	Cash/saving	Gold	Co-signer	Nothing	Check	Good Reputation- Good Will	Pension Salary	Store Rent Contract
5 or less employees	37.0 (30)	1.2 (1)		8.6 (7)			37.0 (30)	2.5 (2)	9.9 (8)		2.5 (2)	1.2 (1)
> 5 employees	76.4 (10)						23.6 (3)					
Madaba												
5 or less employees	58.8 (10)				5.9 (1)		29.4 (5)	5.9 (1)				
> 5 employees												
Irbid												
5 or less employees	26.9 (14)		1.9 (1)	7.7 (4)	1.9 (1)		44.2 (23)	13.5 (7)	1.9 (1)		1.9 (1)	
> 5 employees	42.9 (3)			28.6 (2)			28.6 (2)					
Zarqa and Ruseifa												
5 or less employees	20.0 (9)		2.2 (1)	11.1 (5)			46.7 (21)	11.1 (5)	6.7 (3)			2.2 (1)
> 5 employees						100.0 (1)						
Baqaa												
No. of Employees	Collateral											
	Real estate	Inventory	Appliances	Car/vehicle	Cash/saving	Gold	Co-signer	Nothing	Check	Good Reputation- Good Will	Pension Salary	Store Rent Contract
5 or less employees	32.0 (8)	4.0 (1)		4.0 (1)		4.0 (1)	56.0 (14)					
6-10 employees												
11-30 employees												
Jerash												
5 or less employees	47.1 (8)			11.8 (2)			17.6 (3)	11.8 (2)	5.9 (1)	5.9 (1)		
> 5 employees												

(no. of respondents = 258)

Table 3-4
Distribution of collateral by enterprises interested in getting a loan
according to their enterprise size (monthly sales) % and (no.)

Monthly Sales (JD)	Amman (n=94)											
	Collateral											
	Real estate	Inventory	Appliances	Car/vehicle	Cash/savings	Gold	Co-signer	Nothing	Check	Good Reputation- Good Will	Pension Salary	Store Rent Contract
50 JD or less							100.0 (2)					
50 JD or less							100.0 (2)					
51-100 JD							100.0 (2)					
51-100 JD							100.0 (2)					
101-200 JD	14.3 (1)						57.1 (4)		28.6 (2)			
101-200 JD	14.3 (1)						57.1 (4)		28.6 (2)			
201-500 JD	46.7 (7)			6.7 (1)			20.0 (3)		20.0 (3)		6.7 (1)	
201-500 JD	46.7 (7)			6.7 (1)			20.0 (3)		20.0 (3)		6.7 (1)	
501-1000 JD	30.0 (6)			20.0 (4)			40.0 (8)		10.0 (2)			
501-1000 JD	30.0 (6)			20.0 (4)			40.0 (8)		10.0 (2)			
1001-2000 JD	45.5 (5)						45.5 (5)					9.1 (1)
1001-2000 JD	45.5 (5)						45.5 (5)					9.1 (1)
2001-3000 JD	50.0 (6)			8.3 (1)			25.0 (3)		8.3 (1)		8.3 (1)	
2001-3000 JD	50.0 (6)			8.3 (1)			25.0 (3)		8.3 (1)		8.3 (1)	
3001-5000 JD	85.7 (6)						14.3 (1)					
3001-5000 JD	85.7 (6)						14.3 (1)					
5001-7000 JD							33.3 (1)	66.7 (2)				
5001-7000 JD							33.3 (1)	66.7 (2)				
7001-10000 JD	50.0 (4)						50.0 (4)					
10001-20000 JD	75.0 (3)	25.0 (1)										
>20000 JD	66.7 (2)			33.3								

				(1)								
	Madaba (n=17)											
	Madaba (n=17)											
50 JD or less	33.3 (1)						66.7 (2)					
51-100 JD												
51-100 JD												
101-200 JD							100.0 (2)					
101-200 JD							100.0 (2)					
201-500 JD	100.0 (4)											
201-500 JD	100.0 (4)											
501-1000 JD	66.7 (2)				33.3 (1)							
501-1000 JD	66.7 (2)				33.3 (1)							
1001-2000 JD	50.0 (1)						50.0 (1)					
1001-2000 JD	50.0 (1)						50.0 (1)					
2001-3000 JD	66.7 (2)							33.3 (1)				
2001-3000 JD	66.7 (2)							33.3 (1)				
3001-5000 JD												
3001-5000 JD												
5001-7000 JD												
5001-7000 JD												
7001-10000 JD												
7001-10000 JD												
10001-20000 JD												
10001-20000 JD												
>20000 JD												
>20000 JD												

Table 3-4 Continued..

Monthly Sales (JD)	Irbid (n=59)											
	Collateral											
	Real estate	Inventory	Appliances	Car/vehicle	Cash/savings	Gold	Co-signer	Nothing		Good Reputation- Good Will	Pension Salary	Store Rent Contract
50 JD or less	28.6 (2)		14.3 (1)				14.3 (1)	42.9 (3)				
50 JD or less	28.6 (2)		14.3 (1)				14.3 (1)	42.9 (3)				
51-100 JD	66.7 (2)							33.3 (1)				
51-100 JD	66.7 (2)							33.3 (1)				
101-200 JD	33.3 (2)						66.7 (4)					
101-200 JD	33.3 (2)						66.7 (4)					
201-500 JD	15.4 (2)			7.7 (1)	7.7 (1)		53.8 (7)	7.7 (1)	7.7 (1)			
201-500 JD	15.4 (2)			7.7 (1)	7.7 (1)		53.8 (7)	7.7 (1)	7.7 (1)			
501-1000 JD	9.1 (1)			9.1 (1)			72.7 (8)	9.1 (1)				
501-1000 JD	9.1 (1)			9.1 (1)			72.7 (8)	9.1 (1)				
1001-2000 JD	60.0 (3)			20.0 (1)			20.0 (1)					
1001-2000 JD	60.0 (3)			20.0 (1)			20.0 (1)					
2001-3000 JD	100.0 (1)											
2001-3000 JD	100.0 (1)											
3001-5000 JD	25.0 (1)			25.0 (1)			25.0 (1)	25.0 (1)				
3001-5000 JD	25.0 (1)			25.0 (1)			25.0 (1)	25.0 (1)				
5001-7000 JD	33.3 (1)						33.3 (1)				33.3 (1)	
5001-7000 JD	33.3 (1)						33.3 (1)				33.3 (1)	
7001-10000 JD				50.0 (1)			50.0 (1)					
7001-10000 JD				50.0 (1)			50.0 (1)					
10001-20000 JD	50.0 (2)			25.0 (1)			25.0 (1)					
>20000 JD												
Monthly Sales (JD)	Zarqa and Ruseifa (n=46)											
50 JD or less	37.5 (3)				12.5 (1)		37.5 (3)	12.5 (1)				
51-100 JD	11.1 (1)				22.2		33.3	22.2	11.1			

				(2)		(3)	(2)	(1)			
101-200 JD	12.5 (2)				6.3 (1)	56.3 (9)	6.3 (1)	12.5 (2)			6.3 (1)
101-200 JD	12.5 (2)				6.3 (1)	56.3 (9)	6.3 (1)	12.5 (2)			6.3 (1)
201-500 JD	14.3 (1)		14.3 (1)	14.3 (1)		57.1 (4)					
201-500 JD	14.3 (1)		14.3 (1)	14.3 (1)		57.1 (4)					
501-1000 JD	25.0 (1)			25.0 (1)		50.0 (2)					
501-1000 JD	25.0 (1)			25.0 (1)		50.0 (2)					
1001-2000 JD	100.0 (1)										
1001-2000 JD	100.0 (1)										
2001-3000 JD							100.0 (1)				
2001-3000 JD							100.0 (1)				
3001-5000 JD											
3001-5000 JD											
5001-7000 JD											
5001-7000 JD											
7001-10000 JD											
7001-10000 JD											
10001-20000 JD											
10001-20000 JD											
>20000 JD											
>20000 JD											

Table 3-4 Continued..

	Baqaa (n=25)										
50 JD or less						100.0 (2)					
51-100 JD	40.0 (2)			20.0 (1)		40.0 (2)					
51-100 JD	40.0 (2)			20.0 (1)		40.0 (2)					
101-200 JD	40.0 (2)				20.0 (1)	40.0 (2)					
101-200 JD	40.0 (2)				20.0 (1)	40.0 (2)					
201-500 JD	33.3 (1)					66.7 (2)					
201-500 JD	33.3 (1)					66.7 (2)					
501-1000 JD						100.0 (4)					
1001-2000 JD											

2001-3000 JD	100.0 (1)											
3001-5000 JD							100.0 (1)					
3001-5000 JD							100.0 (1)					
5001-7000 JD	50.0 (1)	50.0 (1)										
5001-7000 JD	50.0 (1)	50.0 (1)										
7001-10000 JD	50.0 (1)						50.0 (1)					
7001-10000 JD	50.0 (1)						50.0 (1)					
10001-20000 JD												
10001-20000 JD												
>20000 JD												
>20000 JD												
Jerash (n=17)												
Jerash (n=17)												
Collateral												
Monthly Sales (JD)	Real estate	Inventory	Appliances	Car/vehicle	Cash/savings	Gold	Co-signer	Nothing		Good Reputation - Good Will	Pension Salary	Store Rent Contract
50 JD or less										100.0 (1)		
50 JD or less										100.0 (1)		
51-100 JD												
51-100 JD												
101-200 JD							100.0 (2)					
101-200 JD							100.0 (2)					
201-500 JD	80.0 (4)								20 (1)			
201-500 JD	80.0 (4)								20 (1)			
501-1000 JD	25.0 (1)						25.0 (1)	50.0 (2)				
501-1000 JD	25.0 (1)						25.0 (1)	50.0 (2)				
1001-2000 JD	50.0 (1)			50.0 (1)								
1001-2000 JD	50.0 (1)			50.0 (1)								
2001-3000 JD	100.0 (2)											
2001-3000 JD	100.0 (2)											
3001-5000 JD												
3001-5000 JD												
5001-7000 JD												
5001-7000 JD												
7001-10000 JD				100.0								

				(1)								
10001-20000 JD												
10001-20000 JD												
>20000 JD												
>20000 JD												

Repayment Affordability

Table 3-5 below sheds light on the repayment affordability per location of the enterprises interested in obtaining a loan. In general, JD50-200 is the affordability range with highest concentration of respondents.

More than 50% of enterprises interested in getting a loan in Amman and Irbid are willing to pay between JD51-200 in monthly repayments.

More than 50% of enterprises interested in getting a loan in Madaba are willing to pay between JD31-200 in monthly repayments.

More than 70% of enterprises interested in getting a loan in Zarqa/Ruseifa area and 60% in Baqaa and Jerash are willing to pay between JD51-100 in monthly repayments.

Table 3-5
Distribution (%) of enterprises interested in getting a loan
according to the monthly repayment amount they are willing to pay

Monthly Repayment Amount (JD)	No.	Amman	No.	Madaba	No.	Irbid	Irbid	No.	Zarqa & Ruseifa	No.	Baqaa	No.	Jerash
10 JD or less	1	1.1	1	5.9						1	4.2		
11-20 JD			1	5.9	6	10.2		3	6.7	1	4.2		
21-30 JD			2	11.8	2	3.4		6	13.3	4	16.7	2	11.8
31-50 JD			3	17.6	5	8.5		18	40.0	5	20.8	6	35.3
51-100 JD	24	26.1	4	23.5	13	22.0		15	33.3	10	41.7	5	29.4
101-150 JD	15	16.3	1	5.9	8	13.6		2	4.4	1	4.2	2	11.8
151-200 JD	16	17.4	3	17.6	10	16.9		1	2.2	1	4.2	1	5.9
201-250 JD	8	8.7			1	1.7							
251-300 JD	6	6.5			2	3.4				1	4.2		
301-500 JD	16	17.4	1	5.9	8	13.6						1	5.9
501-750 JD			1	5.9	2	3.4							
751-1000 JD	6	6.5			1	1.7							
1501-2000 JD					1	1.7							
No. of respondents	92		17		59			45		24		17	

II. Analysis by Gender

Requested Loan Size

Table 3-6 and Table 3-7 examine the interest in loans among males and females according to their enterprise size. They show that more than 80% of micro and small enterprises operated by males and females are interested in getting a loan. In general, male operated enterprises surveyed reported higher monthly sales than female operated enterprises. Almost half of male operated businesses have monthly sales of JD 501-3,000. Also, female operated enterprises that achieve monthly sales of JD100-200 constitute 30% of those interested in obtaining a loan.

Table 3-6
Distribution (%) of enterprises according to their interest in getting a loan
by enterprise size (no. of employees) % and (no.)

No. of employees	Males		Females	
	Interested in getting a loan	Not Interested	Interested in getting a loan	Not Interested
5 or less employees	88.3 (128)	11.7 (17)	83.2 (109)	16.8 (22)
> 5 employees	68 (17)	32 (8)	80 (4)	20 (1)
no. of respondents (n)	145	25	113	23

Table 3-7
Distribution (%) of Enterprises according to their interest in getting a loan
by enterprise size (monthly sales) - % and no.

Monthly Sales (JD)	Males		Females	
	No.	Interested in Getting a Loan	No.	Interested in Getting a Loan
	No.	Interested in Getting a Loan	No.	Interested in Getting a Loan
50 JD or less	5	3.4%	18	15.9%
50 JD or less	5	3.4%	18	15.9%
51-100 JD	3	2.1	16	14.2
51-100 JD	3	2.1	16	14.2
101-200 JD	4	2.8	34	30.1
101-200 JD	4	2.8	34	30.1
201-500 JD	23	15.9	24	21.2
201-500 JD	23	15.9	24	21.2
501-1000 JD	31	21.4	15	13.3
501-1000 JD	31	21.4	15	13.3
1001-2000 JD	19	13.1	2	1.8
1001-2000 JD	19	13.1	2	1.8
2001-3000 JD	17	11.7	3	2.7
2001-3000 JD	17	11.7	3	2.7
3001-5000 JD	11	7.6	1	.9
3001-5000 JD	11	7.6	1	.9
5001-7000 JD	8	5.5		
5001-7000 JD	8	5.5		
7001-10000 JD	13	9.0		
7001-10000 JD	13	9.0		
10001-20000 JD	8	5.5		
10001-20000 JD	8	5.5		
>20000 JD	3	2.1		
>20000 JD	3	2.1		

no. of respondents (n)	145	100%	113	100%
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Table 3-8 details the requested loan size by the male and female operated enterprises. In general, men were more interested in larger loans than women. It indicates that none of the male operated enterprises with 5 or less employees is interested in loans below JD 500, and most of them are interested in loan size above JD3000. This is compared to the same size female operated enterprises where most of them are interested in loan size below JD3000.

As for the male operated enterprises with more than 5 employees, nearly half of them are interested in loans above JD 10000, and none of them are interested in loan size below JD3000.

Table 3-8
Distribution of requested loan size by enterprises interested in getting a loan according to their enterprise size (no. of employees) - % and (no.)

No. of Employees	Males					
	Loan Size (JD)					
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
5 or less employees		4.7 (6)	28.1 (36)	28.9 (37)	23.4 (30)	14.8 (19)
5 or less employees		4.7 (6)	28.1 (36)	28.9 (37)	23.4 (30)	14.8 (19)
> 5 employees				35.3 (6)	17.6 (3)	47.1 (8)
> 5 employees				35.3 (6)	17.6 (3)	47.1 (8)
	Females					
	Loan Size (JD)					
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
5 or less employees	7.3 (8)	37.6 (41)	38.5 (42)	9.2 (10)	5.5 (6)	1.8 (2)
5 or less employees	7.3 (8)	37.6 (41)	38.5 (42)	9.2 (10)	5.5 (6)	1.8 (2)
> 5 employees		25 (1)		75 (3)		
> 5 employees		25 (1)		75 (3)		

Table 3-9 examines the requested loan size by males and females in view of their average monthly sales.

Table 3-9
Distribution of requested loan size by enterprises interested in getting a loan According to their enterprise size (monthly sales) - % and (no.)

No. of Employees	Male					
	Loan Size					
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
50 JD or less			20.0 (1)			80.0 (4)
50 JD or less			20.0 (1)			80.0 (4)
51-100 JD			66.7 (2)	33.3 (1)		
51-100 JD			66.7 (2)	33.3 (1)		
101-200 JD		25.0 (1)	50.0 (2)	25.0 (1)		
101-200 JD		25.0 (1)	50.0 (2)	25.0 (1)		
201-500 JD			26.1 (6)	52.2 (12)	13.0 (3)	8.7 (2)
201-500 JD			26.1 (6)	52.2 (12)	13.0 (3)	8.7 (2)
501-1000 JD		9.7 (3)	35.5 (11)	29.0 (9)	16.1 (5)	9.7 (3)

1001-2000 JD			26.3 (5)	21.1 (4)	47.4 (9)	5.3 (1)
2001-3000 JD		5.9 (1)	17.6 (3)	35.3 (6)	29.4 (5)	11.8 (2)
2001-3000 JD		5.9 (1)	17.6 (3)	35.3 (6)	29.4 (5)	11.8 (2)
3001-5000 JD			36.4 (4)	18.2 (2)	27.3 (3)	18.2 (2)
3001-5000 JD			36.4 (4)	18.2 (2)	27.3 (3)	18.2 (2)
5001-7000 JD		12.5 (1)	12.5 (1)	37.5 (3)	12.5 (1)	25.0 (2)
5001-7000 JD		12.5 (1)	12.5 (1)	37.5 (3)	12.5 (1)	25.0 (2)
7001-10000 JD			7.7 (1)	38.5 (5)	15.4 (2)	38.5 (5)
7001-10000 JD			7.7 (1)	38.5 (5)	15.4 (2)	38.5 (5)
10001-20000 JD					62.5 (5)	37.5 (3)
10001-20000 JD					62.5 (5)	37.5 (3)
>20000 JD						100.0 (3)
>20000 JD						100.0 (3)
Female						
Female						
Loan Size						
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
50 JD or less	16.7 (3)	33.3 (6)	50.0 (9)			
50 JD or less	16.7 (3)	33.3 (6)	50.0 (9)			
51-100 JD	18.8 (3)	56.3 (9)	25.0 (4)			
51-100 JD	18.8 (3)	56.3 (9)	25.0 (4)			
101-200 JD		44.1 (15)	41.2 (14)	8.8 (3)	2.9 (1)	2.9 (1)
101-200 JD		44.1 (15)	41.2 (14)	8.8 (3)	2.9 (1)	2.9 (1)
201-500 JD		45.8 (11)	29.2 (7)	20.8 (5)	4.2 (1)	
201-500 JD		45.8 (11)	29.2 (7)	20.8 (5)	4.2 (1)	
501-1000 JD	6.7 (1)	6.7 (1)	46.7 (7)	20.0 (3)	20.0 (3)	
501-1000 JD	6.7 (1)	6.7 (1)	46.7 (7)	20.0 (3)	20.0 (3)	
1001-2000 JD			50.0 (1)		50.0 (1)	
1001-2000 JD			50.0 (1)		50.0 (1)	
2001-3000 JD	33.3 (1)			66.7 (2)		
2001-3000 JD	33.3 (1)			66.7 (2)		
3001-5000 JD						100.0 (1)
3001-5000 JD						100.0 (1)
5001-7000 JD						
5001-7000 JD						
7001-10000 JD						
7001-10000 JD						
10001-20000 JD						
10001-20000 JD						
>20000 JD						
>20000 JD						

Considering the monthly sales of the male operated micro enterprise it is interesting to note that 75% of male operated enterprises achieving JD200-500 sales request the larger than JD3,000 loans. Also, nearly 50% of those enterprises achieving JD1000-2000 monthly sales as well as 62% of those enterprises achieving JD10,000-20000 monthly sales, request the JD6000-10000 loan size.

Most of male operated enterprises achieving sales over JD3000 monthly request loans above JD3000. Females in general tend to request loans below JD3000.

Available Collateral

Looking at Table 3-10 and Table 3-11 one can detect that real estate and co-signer are the predominant collateral forms among males and females regardless of enterprise size.

Table 3-10
Distribution of collateral by enterprises interested in getting a loan
according to their enterprise size (no. of employees) - % and (no.)

No. of Employees	Male											
	Collateral											
	Real estate	Inventory	Appliances	Car/vehicle	Cash/savings	Gold	Co-signer	Nothing	Check	Good reputation-good will	Pension salary	Store rent contract
5 or less employees	35.2 (45)	1.6 (2)	0.8 (1)	10.2 (13)	0.8 (1)		35.9 (45)	5.5 (7)	6.3 (8)	0.8 (1)	2.3 (3)	0.8 (1)
> 5 employees	70.6 (12)			11.8 (2)			17.6 (3)					
	Female											
	Collateral											
5 or less employees	31.2 (34)		0.9 (1)	5.5 (6)	0.9 (1)	0.9 (1)	45.9 (50)	9.2 (10)	4.6 (5)			.9 (1)
>5 employees	25 (1)					25 (1)	50 (2)					

Table 3-11
Distribution of collateral by enterprises interested in getting a loan
according to their enterprise size (monthly sales) - % and (no.)

Monthly Sales (JD)	Male											
	Collateral											
	Real estate	Inventory	Appliances	Car/vehicle	Cash/savings	Gold	Co-signer	Nothing		Good reputation-good will	Pension salary	Store rent contract
50 JD or less	40.0 (2)		20.0 (1)					20.0 (1)		20.0 (1)		
50 JD or less	40.0 (2)		20.0 (1)					20.0 (1)		20.0 (1)		
51-100 JD	66.7 (2)						33.3 (1)					
51-100 JD	66.7 (2)						33.3 (1)					
101-200 JD							75.0 (3)		25.0 (1)			
101-200 JD							75.0 (3)		25.0 (1)			
201-500 JD	26.1 (6)			8.7 (2)	4.3 (1)		34.8 (8)	4.3 (1)	17.4 (4)		4.3 (1)	
201-500 JD	26.1 (6)			8.7 (2)	4.3 (1)		34.8 (8)	4.3 (1)	17.4 (4)		4.3 (1)	
501-1000 JD	19.4 (6)			16.1 (5)			54.8 (17)	3.2 (1)	6.5 (2)			
501-1000 JD	19.4 (6)			16.1 (5)			54.8 (17)	3.2 (1)	6.5 (2)			
1001-2000 JD	52.6 (10)			10.5 (2)			31.6 (6)					5.3 (1)
1001-2000 JD	52.6 (10)			10.5 (2)			31.6 (6)					5.3 (1)
2001-3000 JD	58.8 (10)			5.9 (1)			17.6 (3)	5.9 (1)	5.9 (1)		5.9 (1)	
2001-3000 JD	58.8 (10)			5.9 (1)			17.6 (3)	5.9 (1)	5.9 (1)		5.9 (1)	
3001-5000 JD	63.6 (7)			9.1 (1)			18.2 (2)	9.1 (1)				
3001-5000 JD	63.6 (7)			9.1 (1)			18.2 (2)	9.1 (1)				
5001-7000 JD	25.0 (2)	12.5 (1)					25.0 (2)	25.0 (2)			12.5 (1)	
5001-7000 JD	25.0 (2)	12.5 (1)					25.0 (2)	25.0 (2)			12.5 (1)	
7001-10000 JD	38.5 (5)			15.4 (2)			46.2 (6)					
7001-10000 JD	38.5 (5)			15.4 (2)			46.2 (6)					
10001-20000 JD	62.5 (5)	12.5		12.5			12.5 (1)					

		(1)		(1)								
>20000 JD	66.7 (2)			33.3 (1)								
>20000 JD	66.7 (2)			33.3 (1)								

Table 3-11 Continued - % and (no.)

Monthly Sales (JD)	Female											
	Collateral											
	Real estate	Inventory	Appliances	Car/vehicle	Cash/savings	Gold	Co-signer	Nothing		Good reputation-good will	Pension salary	Store rent contract
50 JD or less	22.2 (4)			5.6 (1)			55.6 (10)	16.7 (3)				
50 JD or less	22.2 (4)			5.6 (1)			55.6 (10)	16.7 (3)				
51-100 JD	18.8 (3)			18.8 (3)			37.5 (6)	18.8 (3)	6.3 (1)			
51-100 JD	18.8 (3)			18.8 (3)			37.5 (6)	18.8 (3)	6.3 (1)			
101-200 JD	20.6 (7)					5.9 (2)	58.8 (20)	2.9 (1)	8.8 (3)			2.9 (1)
101-200 JD	20.6 (7)					5.9 (2)	58.8 (20)	2.9 (1)	8.8 (3)			2.9 (1)
201-500 JD	54.2 (13)		4.2 (1)	4.2(1)			33.3 (8)		4.2(1)			
201-500 JD	54.2 (13)		4.2 (1)	4.2(1)			33.3 (8)		4.2(1)			
501-1000 JD	33.3 (5)			6.7 (1)	6.7 (1)		40.0 (6)	13.3 (2)				
501-1000 JD	33.3 (5)			6.7 (1)	6.7 (1)		40.0 (6)	13.3 (2)				
1001-2000 JD	50.0 (1)						50.0 (1)					
1001-2000 JD	50.0 (1)						50.0 (1)					
2001-3000 JD	66.7 (2)							33.3 (1)				
2001-3000 JD	66.7 (2)							33.3 (1)				
3001-5000 JD							100.0 (1)					
3001-5000 JD							100.0 (1)					
5001-7000 JD												
5001-7000 JD												
7001-10000 JD												
7001-10000 JD												
10001-20000 JD												
10001-20000 JD												
>20000 JD												
>20000 JD												

Repayment Affordability

In general, men can afford significantly higher monthly repayments than women. Table 3-12 shows that 22% of males can afford to pay JD 51-100 in monthly installments, followed by 19.6% who are willing to pay JD151-200 per month. This is compared to 35% of females who can afford to pay JD 51-100 in monthly installments, followed by 26% willing to pay JD31-50.

Table 3-12
Distribution of enterprises interested in getting a loan

according to the monthly repayment amount they are willing to pay - % and no.

Monthly repayment (JD)	Males		Females	
	No.	%	No.	%
10 JD or less			3	2.7
11-20 JD	2	1.4	9	8.1
11-20 JD	2	1.4	9	8.1
21-30 JD			16	14.4
21-30 JD			16	14.4
31-50 JD	8	5.6	29	26.1
31-50 JD	8	5.6	29	26.1
51-100 JD	32	22.4	39	35.1
51-100 JD	32	22.4	39	35.1
101-150 JD	19	13.3	10	9.0
101-150 JD	19	13.3	10	9.0
151-200 JD	28	19.6	4	3.6
151-200 JD	28	19.6	4	3.6
201-250 JD	8	5.6	1	0.9
201-250 JD	8	5.6	1	0.9
251-300 JD	9	6.3		
251-300 JD	9	6.3		
301-500 JD	26	18.2		
301-500 JD	26	18.2		
501-750 JD	3	2.1		
501-750 JD	3	2.1		
751-1000 JD	7	4.9		
751-1000 JD	7	4.9		
1501-2000 JD	1	0.7		
1501-2000 JD	1	0.7		

III. Analysis by Loan Use

Clients of the four Microfinance Institutions have either working capital loans, fixed assets loan or loans that respond to both needs for working capital and fixed assets.

Requested Loan Size

Table 3-13 and Table 3-14 indicate that the majority of enterprises are interested in loans regardless of size or their current loan use type. More than 50% of those interested clients with working capital loans have monthly sales JD100-1000 while almost 50% of the interested fixed assets loan clients achieve sales between JD200-1,000.

Table 3-13
Distribution(%) of enterprises according to their interest in getting a loan
by enterprise size (no. of employees)

	Working Capital		Fixed Assets		Both	
	Interested in getting a loan	Not Interested	Interested in getting a loan	Not Interested	Interested in getting a loan	Not Interested
5 or less employees	98.3 (113)	1.7 (2)	93.3 (14)	6.7 (1)	95.8 (23)	4.2 (1)
>5 employees	100.0 (6)		100.0 (1)		100.0 (2)	

Table 3-14
Distribution of enterprises according to their interest in getting a loan
by enterprise size (Monthly Sales) - % and no.

Monthly Sales (JD)	Working Capital		Fixed Assets		Both	
	No.	Interested in Getting a Loan %	No.	Interested in Getting a Loan %	No.	Interested in Getting a Loan %
50 JD or less	8	6.7			1	4.0
50 JD or less	8	6.7			1	4.0
51-100 JD	11	9.2	1	6.7		
51-100 JD	11	9.2	1	6.7		
101-200 JD	24	20.2	1	6.7		
101-200 JD	24	20.2	1	6.7		
201-500 JD	18	15.1	2	13.3	7	28.0
201-500 JD	18	15.1	2	13.3	7	28.0
501-1000 JD	19	16.0	5	33.3	2	8.0
501-1000 JD	19	16.0	5	33.3	2	8.0
1001-2000 JD	8	6.7	1	6.7	5	20.0
1001-2000 JD	8	6.7	1	6.7	5	20.0
2001-3000 JD	11	9.2			3	12.0
2001-3000 JD	11	9.2			3	12.0
3001-5000 JD	7	5.9	2	13.3	2	8.0
3001-5000 JD	7	5.9	2	13.3	2	8.0
5001-7000 JD	3	2.5	1	6.7		
5001-7000 JD	3	2.5	1	6.7		
7001-10000 JD	4	3.4	1	6.7	2	8.0
7001-10000 JD	4	3.4	1	6.7	2	8.0
10001-20000 JD	5	4.2	1	6.7	2	8.0
10001-20000 JD	5	4.2	1	6.7	2	8.0
>20000 JD	1	0.8			1	4.0
>20000 JD	1	0.8			1	4.0
No. of respondents	119	100%	15	100%	25	100%
No. of respondents	119	100%	15	100%	25	100%

Table 3-15 below examines the requested loan size. It shows that most enterprises with 5 or less employees and currently holding a working capital loan request loan sizes below JD3000, while all those with more than 5 employees request loan sizes above JD3000 loans. On the other hand, nearly 80% of enterprises with 5 or fewer employees and all with more than 5 employees who currently have a fixed assets loan request loan sizes above JD3000 loans. As for those enterprises have a loan that responds for working capital and fixed assets needs, most request loan size above JD3000.

Table 3-15
Distribution(%) of requested loan size by Enterprises interested in getting a loan by their enterprise size (no. of employees)

No. of employees	Working Capital					
	Loan Size (JD)					
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
5 or less employees	4.4 (5)	22.1 (25)	34.5 (39)	23.0 (26)	11.5 (13)	4.4 (5)
>5 employees				50.0 (3)	16.7 (1)	33.3 (2)
	Fixed Assets					

	Loan Size (JD)					
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
5 or less employees	7.1 (1)		14.3 (2)	35.7 (5)	28.6 (4)	14.3 (2)
> 5 employees						100.0 (1)
Working Capital and Fixed Assets						
	Loan Size (JD)					
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
5 or less employees			26.1 (6)	13.0 (3)	34.8 (8)	26.1 (6)
> 5 employees				50.0 (1)		50.0 (1)

Looking at the monthly sales as shown in Table 3-16 below, most enterprises holding working capital loans and achieving sales above JD200 request loans above JD3000. The same applies for those with fixed assets loans.

Table 3-16
Distribution of requested loan size by Enterprises interested in getting a loan
by their enterprise size (Monthly Sales JD) - % and (no.)

	Working Capital					
Monthly Sales (JD)	Loan Size					
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
50 JD or less	25.0 (2)	37.5 (3)	37.5 (3)			
50 JD or less	25.0 (2)	37.5 (3)	37.5 (3)			
51-100 JD	9.1 (1)	54.5 (6)	36.4 (4)			
51-100 JD	9.1 (1)	54.5 (6)	36.4 (4)			
101-200 JD		41.7 (10)	41.7 (10)	12.5 (3)	4.2 (1)	
101-200 JD		41.7 (10)	41.7 (10)	12.5 (3)	4.2 (1)	
201-500 JD		22.2 (4)	27.8 (5)	44.4 (8)	5.6 (1)	
201-500 JD		22.2 (4)	27.8 (5)	44.4 (8)	5.6 (1)	
501-1000 JD	5.3 (1)	5.3 (1)	42.1 (8)	36.8 (7)	5.3 (1)	5.3 (1)
501-1000 JD	5.3 (1)	5.3 (1)	42.1 (8)	36.8 (7)	5.3 (1)	5.3 (1)
1001-2000 JD			25.0 (2)	25.0 (2)	50.0 (4)	
1001-2000 JD			25.0 (2)	25.0 (2)	50.0 (4)	
2001-3000 JD	9.1 (1)		27.3 (3)	36.4 (4)	18.2 (2)	9.1 (1)
2001-3000 JD	9.1 (1)		27.3 (3)	36.4 (4)	18.2 (2)	9.1 (1)
3001-5000 JD			57.1 (4)	28.6 (2)		14.3 (1)
3001-5000 JD			57.1 (4)	28.6 (2)		14.3 (1)
5001-7000 JD		33.3 (1)		66.7 (2)		
5001-7000 JD		33.3 (1)		66.7 (2)		
7001-10000 JD				25.0 (1)	25.0 (1)	50.0 (2)
7001-10000 JD				25.0 (1)	25.0 (1)	50.0 (2)
10001-20000 JD					80.0 (4)	20.0 (1)
10001-20000 JD					80.0 (4)	20.0 (1)
>20000 JD						100.0 (1)
>20000 JD						100.0 (1)

Table 3-16 continued..

Monthly Sales (JD)	Fixed Assets					
	Loan Size					
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
50 JD or less						
50 JD or less						
51-100 JD	100 (1)					
51-100 JD	100 (1)					
101-200 JD			100 (1)			
101-200 JD			100 (1)			
201-500 JD				100 (2)		
201-500 JD				100 (2)		
501-1000 JD			20 (1)	60 (3)	20 (1)	
501-1000 JD			20 (1)	60 (3)	20 (1)	
1001-2000 JD					100 (1)	
1001-2000 JD					100 (1)	
2001-3000 JD						
2001-3000 JD						
3001-5000 JD					50 (1)	50 (1)
3001-5000 JD					50 (1)	50 (1)
5001-7000 JD						100(1)
5001-7000 JD						100(1)
7001-10000 JD					100 (1)	
7001-10000 JD					100 (1)	
10001-20000 JD						100 (1)
10001-20000 JD						100 (1)
>20000 JD						
>20000 JD						
Monthly Sales (JD)	Working Capital and Fixed Assets					
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD
50 JD or less						100.0 (1)
50 JD or less						100.0 (1)
51-100 JD						
51-100 JD						
101-200 JD						
101-200 JD						
201-500 JD			42.9 (3)	28.6 (2)	14.3 (1)	14.3 (1)
201-500 JD			42.9 (3)	28.6 (2)	14.3 (1)	14.3 (1)
501-1000 JD			50.0 (1)			50.0 (1)
501-1000 JD			50.0 (1)			50.0 (1)
1001-2000 JD			40.0 (2)		40.0 (2)	20.0 (1)
1001-2000 JD			40.0 (2)		40.0 (2)	20.0 (1)
2001-3000 JD				33.3 (1)	66.7 (2)	
2001-3000 JD				33.3 (1)	66.7 (2)	
3001-5000 JD					100.0 (2)	
3001-5000 JD					100.0 (2)	
5001-7000 JD						
5001-7000 JD						
7001-10000 JD				50.0 (1)		50.0 (1)
7001-10000 JD				50.0 (1)		50.0 (1)

10001-20000 JD					50.0 (1)	50.0 (1)
>20000 JD						100.0 (1)
>20000 JD						100.0 (1)

Available Collateral

Table 3-17 and Table 3-18 below show that real estate and co-signer are the predominant collateral types regardless of loan use or enterprise size.

Table 3-17
Distribution of collateral by enterprises interested in getting a loan
according to their enterprise size (no. of employees) - % and (no.)

Working Capital												
No. of employees	Collateral											
	real estate	inventory	appliances	car/vehicle	cash/saving	Gold	co-signer	Nothing	Check	Good reputation-good will	Pension salary	Store rent contract
5 or less employees	26.5 (30)	.9 (1)	.9 (1)	7.1 (8)	.9 (1)		47.8 (54)	4.4 (5)	9.7 (11)		1.8 (2)	
>5 employees	33.3 (2)			33.3 (2)			33.3 (2)					
Fixed Assets												
	Collateral											
	real estate	inventory	appliances	car/vehicle	cash/savings	Gold	co-signer	Nothing	Check	Good reputation-good will	Pension salary	Store rent contract
5 or less employees	28.6 (4)			7.1 (1)			50.0 (7)	7.1 (1)	7.1 (1)			
>5 employees	100.0 (1)											
Working Capital and Fixed Assets												
5 or less employees	43.5 (10)			4.3 (1)			39.1 (9)	8.7 (2)				4.3 (1)
>5 employees	50.0 (1)						50.0 (1)					

Table 3-18
Distribution of collateral by enterprises interested in getting a loan
 according to their enterprise size (Monthly Sales) - % and (no.)

Monthly Sales (JD)	Working Capital											
	Collateral											
	real estate	inventory	appliances	car/vehicle	cash/saving	Gold	co-signer	Nothing	Check	Good reputation-good will	Pension salary	Store rent contract
50 JD or less	12.5 (1)			12.5 (1)			75.0 (6)					
50 JD or less	12.5 (1)			12.5 (1)			75.0 (6)					
51-100 JD	18.2 (2)			9.1 (1)			54.5 (6)	9.1 (1)	9.1 (1)			
51-100 JD	18.2 (2)			9.1 (1)			54.5 (6)	9.1 (1)	9.1 (1)			
101-200 JD	20.8 (5)						62.5 (15)		16.7 (4)			
101-200 JD	20.8 (5)						62.5 (15)		16.7 (4)			
201-500 JD	33.3 (6)		5.6 (1)	5.6 (1)	5.6 (1)		27.8 (5)		16.7 (3)		5.6 (1)	
201-500 JD	33.3 (6)		5.6 (1)	5.6 (1)	5.6 (1)		27.8 (5)		16.7 (3)		5.6 (1)	
501-1000 JD	15.8 (3)			10.5 (2)			63.2 (12)		10.5 (2)			
501-1000 JD	15.8 (3)			10.5 (2)			63.2 (12)		10.5 (2)			
1001-2000 JD	37.5 (3)			12.5 (1)			50.0 (4)					
1001-2000 JD	37.5 (3)			12.5 (1)			50.0 (4)					
2001-3000 JD	45.5 (5)			9.1 (1)			18.2 (2)	9.1 (1)	9.1 (1)		9.1 (1)	
2001-3000 JD	45.5 (5)			9.1 (1)			18.2 (2)	9.1 (1)	9.1 (1)		9.1 (1)	
3001-5000 JD	42.9 (3)			14.3 (1)			28.6 (2)	14.3 (1)				
3001-5000 JD	42.9 (3)			14.3 (1)			28.6 (2)	14.3 (1)				
5001-7000 JD							33.3 (1)	66.7 (2)				
5001-7000 JD							33.3 (1)	66.7 (2)				
7001-10000 JD	25.0 (1)			25.0 (1)			50.0 (2)					
7001-10000 JD	25.0 (1)			25.0 (1)			50.0 (2)					
10001-20000 JD	40.0 (2)	20.0 (1)		20.0 (1)			20.0 (1)					
>20000 JD	100.0 (1)											

Table 3-18 continued - % and (no.)

Monthly Sales (JD)	Fixed Assets											
	Collateral											
	real estate	inventory	appliances	car/vehicle	cash/saving	Gold	co-signer	Nothing	Check	Good reputation-good will	Pension salary	Store rent contract
50 JD or less												
50 JD or less												
51-100 JD								100.0 (1)				
51-100 JD								100.0 (1)				
101-200 JD							100.0 (1)					
101-200 JD							100.0 (1)					
201-500 JD							50.0 (1)		50.0 (1)			
201-500 JD							50.0 (1)		50.0 (1)			
501-1000 JD	20.0 (1)			20.0 (1)			60.0 (3)					
501-1000 JD	20.0 (1)			20.0 (1)			60.0 (3)					
1001-2000 JD							100.0 (1)					
1001-2000 JD							100.0 (1)					
2001-3000 JD												
2001-3000 JD												
3001-5000 JD	100.0 (2)											
3001-5000 JD	100.0 (2)											
5001-7000 JD	100.0 (1)											
5001-7000 JD	100.0 (1)											
7001-10000 JD							100.0 (1)					
7001-10000 JD							100.0 (1)					
10001-20000 JD	100.0 (1)											
10001-20000 JD	100.0 (1)											
>20000 JD												
>20000 JD												
Fixed Assets and Working Capital Loan												
Fixed Assets and Working Capital Loan												
	Collateral											
	real estate	inventory	appliance	car/vehicle	cash/savings	Gold	co-signer	Nothing	Check	Good reputation-good will	Pension salary	Store rent contract
50 JD or less								100.0 (1)				
51-100 JD												
51-100 JD												
101-200 JD												
101-200 JD												

201-500 JD	14.3 (1)						71.4 (5)	14.3 (1)				
501-1000 JD							100.0 (2)					
501-1000 JD							100.0 (2)					
1001-2000 JD	60.0 (3)						20.0 (1)					20.0 (1)
1001-2000 JD	60.0 (3)						20.0 (1)					20.0 (1)
2001-3000 JD	66.7 (2)						33.3 (1)					
2001-3000 JD	66.7 (2)						33.3 (1)					
3001-5000 JD	100.0 (2)											
3001-5000 JD	100.0 (2)											
5001-7000 JD												
5001-7000 JD												
7001-10000 JD	50.0 (1)						50.0 (1)					
7001-10000 JD	50.0 (1)						50.0 (1)					
10001-20000 JD	100 (2)											
10001-20000 JD	100 (2)											
>20000 JD				100.0 (1)								
>20000 JD				100.0 (1)								

Repayment Affordability

Table 3-19 indicates that nearly half of working capital loans clients cannot afford monthly payments above JD100. Fixed Assets loan clients show higher affordability with nearly a third able to pay JD100-200 a month, and a third able to afford more than JD300 a month.

Table 3-19
Distribution (%) of enterprises interested in getting a loan
according to the monthly repayment amount they are willing to pay

Monthly repayment (JD)	Working Capital	Fixed Assets	Working Capital and Fixed Assets
10 JD or less	0.8 (1)		
11-20 JD	0.8 (1)		
11-20 JD	0.8 (1)		
21-30 JD	5.1 (6)	6.7 (1)	
21-30 JD	5.1 (6)	6.7 (1)	
31-50 JD	11.9 (14)	6.7 (1)	4.0 (1)
31-50 JD	11.9 (14)	6.7 (1)	4.0 (1)
51-100 JD	35.6 (42)	6.7 (1)	16.0 (4)
51-100 JD	35.6 (42)	6.7 (1)	16.0 (4)
101-150 JD	13.6 (16)	20.0 (3)	12.0 (3)
101-150 JD	13.6 (16)	20.0 (3)	12.0 (3)
151-200 JD	13.6 (16)	13.3 (2)	8.0 (2)

201-250 JD	5.9 (7)		4.0 (1)
251-300 JD	0.8 (1)	6.7 (1)	24.0 (6)
251-300 JD	0.8 (1)	6.7 (1)	24.0 (6)
301-500 JD	8.5 (10)	26.7 (4)	24.0 (6)
301-500 JD	8.5 (10)	26.7 (4)	24.0 (6)
501-750 JD	0.8 (1)		4.0 (1)
501-750 JD	0.8 (1)		4.0 (1)
751-1000 JD	2.5 (3)	6.7 (1)	4.0 (1)
751-1000 JD	2.5 (3)	6.7 (1)	4.0 (1)
1501-2000 JD		6.7 (1)	
1501-2000 JD		6.7 (1)	

IV. Analysis by Registration

Requested Loan Size

Table 3-20 indicates that more than 80% of registered enterprises with 5 or fewer employees and 61% of registered enterprises with more than 5 employees are interested in getting a loan. Almost all non-registered enterprises are interested in loans.

Table 3-20
Distribution(%) of Enterprises according to their interest in getting a loan
by enterprise size (no. of employees)

No. of employees	Registered Enterprises		Non-Registered Enterprises	
	Interested in getting a loan	No Interested	Interested in getting a loan	No Interested
5 or less employees	81.9 (158)	18.1 (35)	94.9 (75)	5.1 (4)
>5 employees	61.1 (18)	38.9 (9)	100.0 (3)	

In general, non-registered enterprises report lower monthly sales than registered businesses. Table 3-21 examines the monthly sales and indicates that 38% of those interested and registered enterprises achieve monthly sales of JD200-1000 in comparison to 33% of non-registered businesses achieving JD100-200 monthly sales.

Table 3-21
Distribution of Enterprises according to their interest in getting a loan
by enterprise size (Monthly Sales) - % and (no.)

	Registered Enterprises		Non-Registered Enterprises	
Monthly Sales (JD)	No.	Interested in Getting a Loan	No.	Interested in Getting a Loan
Monthly Sales (JD)	No.	Interested in Getting a Loan	No.	Interested in Getting a Loan
50 JD or less	12	6.8	11	14.1
50 JD or less	12	6.8	11	14.1
51-100 JD	6	3.4	12	15.4
51-100 JD	6	3.4	12	15.4
101-200 JD	12	6.8	26	33.3
101-200 JD	12	6.8	26	33.3
201-500 JD	31	17.6	14	17.9
201-500 JD	31	17.6	14	17.9
501-1000 JD	36	20.5	10	12.8
501-1000 JD	36	20.5	10	12.8
1001-2000 JD	19	10.8	2	2.6
1001-2000 JD	19	10.8	2	2.6
2001-3000 JD	18	10.2	2	2.6
2001-3000 JD	18	10.2	2	2.6
3001-5000 JD	11	6.3	1	1.3
3001-5000 JD	11	6.3	1	1.3
5001-7000 JD	7	4.0		
5001-7000 JD	7	4.0		
7001-10000 JD	13	7.4		
7001-10000 JD	13	7.4		
10001-20000 JD	8	4.5		
10001-20000 JD	8	4.5		
>20000 JD	3	1.7		
>20000 JD	3	1.7		
No. of respondents (n)				
No. of respondents (n)				

In general, registered businesses request larger loan sizes than non-registered businesses. Table 3-22 below notes that all the registered business with more than 5 employees request loans above JD3000 as well as 66% of non-registered small businesses. As for the non-registered businesses with less than 5 employees, most of them request loans below JD 3000.

Table 3-22
Distribution of requested loan size by Enterprises interested in getting a loan
by their enterprise size (no. of employees) - % and (no.)

	Registered						
No. of employees	Loan Size (JD)						Total
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD	
5 or less employees	1.3 (2)	12.7 (20)	27.2 (43)	25.3 (40)	21.5 (34)	12.0 (19)	100.0 (158)
5 or less employees	1.3 (2)	12.7 (20)	27.2 (43)	25.3 (40)	21.5 (34)	12.0 (19)	100.0 (158)
>5 employees				38.9	16.7	44.4	100.0

				(7)	(3)	(8)	(18)
	Not Registered						
	Not Registered						
	Loan Size (JD)						Total
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001- 10,000 JD	> 10,000 JD	
5 or less employees	8.0 (6)	36.0 (27)	44.0 (33)	8.0 (6)	1.3 (1)	2.7 (2)	100.0 (75)
5 or less employees	8.0 (6)	36.0 (27)	44.0 (33)	8.0 (6)	1.3 (1)	2.7 (2)	100.0 (75)
>5 employees		33.3 (1)		66.7 (2)			100.0 (3)
>5 employees		33.3 (1)		66.7 (2)			100.0 (3)

Table 3-23 details that for approximately half of those registered enterprises with monthly sales below JD200 request loans below JD3000, while the other half with monthly sales above JD200 request loans above JD3000. The majority of non-registered businesses request loan sizes below JD 3,000 regardless of monthly sales.

Table 3-23
Distribution(%) of requested loan size by Enterprises interested in getting a loan
by their enterprise size (Monthly Sales JD)

	Registered						
	Loan Size						
Monthly Sales(JD)	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD	Total
50 JD or less		16.7 (2)	50.0 (6)			33.3 (4)	100.0 (12)
50 JD or less		16.7 (2)	50.0 (6)			33.3 (4)	100.0 (12)
51-100 JD	16.7 (1)		66.7 (4)	16.7 (1)			100.0 (6)
51-100 JD	16.7 (1)		66.7 (4)	16.7 (1)			100.0 (6)
101-200 JD		58.3 (7)	16.7 (2)	16.7 (2)	8.3 (1)		100.0 (12)
101-200 JD		58.3 (7)	16.7 (2)	16.7 (2)	8.3 (1)		100.0 (12)
201-500 JD		19.4 (6)	22.6 (7)	38.7 (12)	12.9 (4)	6.5 (2)	100.0 (31)
201-500 JD		19.4 (6)	22.6 (7)	38.7 (12)	12.9 (4)	6.5 (2)	100.0 (31)
501-1000 JD		8.3 (3)	36.1 (13)	30.6 (11)	19.4 (7)	5.6 (2)	100.0 (36)
501-1000 JD		8.3 (3)	36.1 (13)	30.6 (11)	19.4 (7)	5.6 (2)	100.0 (36)
1001-2000 JD			21.1 (4)	21.1 (4)	52.6 (10)	5.3 (1)	100.0 (19)
1001-2000 JD			21.1 (4)	21.1 (4)	52.6 (10)	5.3 (1)	100.0 (19)
2001-3000 JD	5.6 (1)	5.6 (1)	11.1 (2)	38.9 (7)	27.8 (5)	11.1 (2)	100.0 (18)
2001-3000 JD	5.6 (1)	5.6 (1)	11.1 (2)	38.9 (7)	27.8 (5)	11.1 (2)	100.0 (18)
3001-5000 JD			36.4 (4)	18.2 (2)	18.2 (2)	27.3 (3)	100.0 (11)
3001-5000 JD			36.4 (4)	18.2 (2)	18.2 (2)	27.3 (3)	100.0 (11)
5001-7000 JD		14.3 (1)		42.9 (3)	14.3 (1)	28.6 (2)	100.0 (7)
5001-7000 JD		14.3 (1)		42.9 (3)	14.3 (1)	28.6 (2)	100.0 (7)
7001-10000 JD			7.7 (1)	38.5 (5)	15.4 (2)	38.5 (5)	100.0 (13)
7001-10000 JD			7.7 (1)	38.5 (5)	15.4 (2)	38.5 (5)	100.0 (13)
10001-20000 JD					62.5 (5)	37.5 (3)	100.0 (8)
10001-20000 JD					62.5 (5)	37.5 (3)	100.0 (8)
>20000 JD						100.0 (3)	100.0 (3)
>20000 JD						100.0 (3)	100.0 (3)
	Not Registered						
	Not Registered						
	Loan Size						
	< 500 JD	501-1000 JD	1001-3000 JD	3001-6000 JD	6001-10,000 JD	> 10,000 JD	Total
50 JD or less	27.3 (3)	36.4 (4)	36.4 (4)				100.0 (11)
50 JD or less	27.3 (3)	36.4 (4)	36.4 (4)				100.0 (11)
51-100 JD	16.7 (2)	75.0 (9)	8.3 (1)				100.0 (12)
51-100 JD	16.7 (2)	75.0 (9)	8.3 (1)				100.0 (12)
101-200 JD		34.6 (9)	53.8 (14)	7.7 (2)		3.8 (1)	100.0 (26)
101-200 JD		34.6 (9)	53.8 (14)	7.7 (2)		3.8 (1)	100.0 (26)
201-500 JD		35.7 (5)	35.7 (5)	28.6 (4)			100.0 (14)
201-500 JD		35.7 (5)	35.7 (5)	28.6 (4)			100.0 (14)
501-1000 JD	10.0 (1)	10.0 (1)	50.0 (5)	10.0 (1)	10.0 (1)	10.0 (1)	100.0 (10)
501-1000 JD	10.0 (1)	10.0 (1)	50.0 (5)	10.0 (1)	10.0 (1)	10.0 (1)	100.0 (10)

1001-2000 JD			100.0 (2)				100.0 (2)
2001-3000 JD			50.0 (1)	50.0 (1)			100.0 (2)
2001-3000 JD			50.0 (1)	50.0 (1)			100.0 (2)
3001-5000 JD							
3001-5000 JD							
5001-7000 JD			100.0 (1)				100.0 (1)
5001-7000 JD			100.0 (1)				100.0 (1)
7001-10000 JD							
7001-10000 JD							
10001-20000 JD							
10001-20000 JD							
>20000 JD							
>20000 JD							

Available Collateral

Real estate and co-signer are the predominant collateral. However, registered businesses are more likely to offer real estate as collateral than non-registered businesses.

Table 3-24

Distribution (%) of collateral by enterprises interested in getting a loan according to their enterprise size (no. of employees) - % and (no.)

No. of employees	Registered											
	Collateral											
	real estate	inventory	appliances	car/vehicle	cash/saving	Gold	co-signer	Nothing	Check	Good Reputation- Good Will	Pension Salary	Store Rent Contract
5 or less employees	41.1 (65)	.6 (1)	.6 (1)	6.3 (10)	1.3 (2)		33.5 (53)	8.9 (14)	4.4 (7)	.6 (1)	1.3 (2)	1.3 (2)
6-10 employees	66.7(12)			11.1(2)			22.2 (4)					
	Not Registered											
	Collateral											
5 or less employees	16.0 (12)	1.3 (1)	1.3 (1)	12.0 (9)		1.3 (1)	57.3 (43)	2.7 (2)	6.7 (5)		1.3 (1)	
> 5 employees	33.3 (1)					33.3 (1)	33.3 (1)					

Table 3-25

Distribution (%) of collateral by enterprises interested in getting a loan according to their enterprise size (Monthly Sales) - % and (no.)

Monthly Sales (JD)	Registered											
	Collateral											
	real estate	inventory	Appliances	car/vehicle	cash/saving	Gold	co-signer	Nothing	Check	Good Reputation- Good Will	Pension Salary	Store Rent Contract
50 JD or less	33.3 (4)		8.3 (1)				25.0 (3)	25.0 (3)		8.3 (1)		
50 JD or less	33.3 (4)		8.3 (1)				25.0 (3)	25.0 (3)		8.3 (1)		
51-100 JD	50.0 (3)			16.7 (1)			16.7 (1)	16.7 (1)				
51-100 JD	50.0 (3)			16.7 (1)			16.7 (1)	16.7 (1)				
101-200 JD	33.3 (4)						41.7(5)	8.3 (1)	8.3(1)			8.3(1)
101-200 JD	33.3 (4)						41.7(5)	8.3 (1)	8.3(1)			8.3(1)
201-500 JD	48.4 (15)			3.2 (1)	3.2 (1)		32.3 (10)	3.2 (1)	9.7 (3)			
201-500 JD	48.4 (15)			3.2 (1)	3.2 (1)		32.3 (10)	3.2 (1)	9.7 (3)			
501-1000 JD	27.8 (10)			8.3 (3)	2.8 (1)		47.2 (17)	8.3 (3)	5.6 (2)			
501-1000 JD	27.8 (10)			8.3 (3)	2.8 (1)		47.2 (17)	8.3 (3)	5.6 (2)			
1001-2000 JD	52.6 (10)			5.3 (1)			36.8 (7)					5.3 (1)
1001-2000 JD	52.6 (10)			5.3 (1)			36.8 (7)					5.3 (1)

2001-3000 JD	61.1 (11)			5.6 (1)			11.1 (2)	11.1 (2)	5.6 (1)		5.6 (1)	
3001-5000 JD	54.5 (6)			9.1 (1)			27.3 (3)	9.1 (1)				
3001-5000 JD	54.5 (6)			9.1 (1)			27.3 (3)	9.1 (1)				
5001-7000 JD	28.6 (2)						28.6 (2)	28.6 (2)			14.3 (1)	
5001-7000 JD	28.6 (2)						28.6 (2)	28.6 (2)			14.3 (1)	
7001-10000 JD	38.5 (5)			15.4 (2)			46.2 (6)					
7001-10000 JD	38.5 (5)			15.4 (2)			46.2 (6)					
10001-20000 JD	62.5 (5)	12.5 (1)		12.5 (1)			12.5(1)					
10001-20000 JD	62.5 (5)	12.5 (1)		12.5 (1)			12.5(1)					
>20000 JD	66.7 (2)			33.3 (1)								
>20000 JD	66.7 (2)			33.3 (1)								

Table 3-25 continued - % and (no.)

	Not Registered											
50 JD or less	18.2 (2)			9.1 (1)			63.6 (7)	9.1 (1)				
51-100 JD	16.7 (2)			16.7 (2)			50.0 (6)	8.3 (1)	8.3 (1)			
51-100 JD	16.7 (2)			16.7 (2)			50.0 (6)	8.3 (1)	8.3 (1)			
101-200 JD	11.5 (3)					7.7 (2)	69.2 (18)		11.5 (3)			
101-200 JD	11.5 (3)					7.7 (2)	69.2 (18)		11.5 (3)			
201-500 JD	21.4 (3)		7.1 (1)	14.3 (2)			42.9 (6)		7.1 (1)		7.1 (1)	
201-500 JD	21.4 (3)		7.1 (1)	14.3 (2)			42.9 (6)		7.1 (1)		7.1 (1)	
501-1000 JD	10.0 (1)			30.0 (3)			60.0 (6)					
501-1000 JD	10.0 (1)			30.0 (3)			60.0 (6)					
1001-2000 JD	50.0 (1)			50.0 (1)								
1001-2000 JD	50.0 (1)			50.0 (1)								
2001-3000 JD	50.0 (1)						50.0 (1)					
2001-3000 JD	50.0 (1)						50.0 (1)					
3001-5000 JD												
3001-5000 JD												
5001-7000 JD		100.0 (1)										
5001-7000 JD		100.0 (1)										
7001-10000 JD												
7001-10000 JD												

10001-20000 JD												
>20000 JD												
>20000 JD												

Repayment Affordability

In general, registered businesses can afford higher monthly loan payments than non-registered businesses. More than half of the non-registered enterprises can afford monthly repayment of below JD 100, with 40% of them able to afford a monthly repayment of JD50-100. Nearly one third of registered enterprises can afford to repay JD51-150 a month, and over 40% can pay above JD150 a month.

Table 3-26
Distribution of enterprises interested in getting a loan
according to the monthly repayment amount they are willing to pay

Monthly repayment (JD)	Registered		Not Registered	
	No.	Percent	No.	Percent
10 JD or less	1	.6	2	2.6
10 JD or less	1	.6	2	2.6
11-20 JD	10	5.7	1	1.3
11-20 JD	10	5.7	1	1.3
21-30 JD	6	3.4	10	13.2
21-30 JD	6	3.4	10	13.2
31-50 JD	19	10.9	17	22.4
31-50 JD	19	10.9	17	22.4
51-100 JD	37	21.3	34	44.7
51-100 JD	37	21.3	34	44.7
101-150 JD	21	12.1	6	7.9
101-150 JD	21	12.1	6	7.9
151-200 JD	28	16.1	4	5.3
151-200 JD	28	16.1	4	5.3
201-250 JD	8	4.6	1	1.3
201-250 JD	8	4.6	1	1.3
251-300 JD	9	5.2		
251-300 JD	9	5.2		
301-500 JD	24	13.8	1	1.3
301-500 JD	24	13.8	1	1.3
501-750 JD	3	1.7		
501-750 JD	3	1.7		
751-1000 JD	7	4.0		
751-1000 JD	7	4.0		
1501-2000 JD	1	.6		
1501-2000 JD	1	.6		
Total	174	100.0	76	100.0
Total	174	100.0	76	100.0

II. Islamic Lending

The survey examined the reason why respondents may not be interested in obtaining a loan even if offered in favorable terms. Three main reasons were reported by the majority of respondents in all locations of the survey, these were 1) not liking to be in debt, reported by the majority in Madaba, Jerash, and Irbid, 2) not needing a loan, reported by more than 40% of respondents in Amman, Zarqa area, and

3) refraining from obtaining a loan because of religious beliefs, which was reported by nearly one third of respondents in all locations except Zarqa area. These three reasons were reported equally by females, while the majority of males reported religious reasons and not needing a loan as reasons.

In examining further the interest of those whom their religious beliefs was the prohibitive reason in obtaining a loan, most were willing to share in their profit in return for receiving advance funds.

Reason for No Interest in Borrowing

Tables 3-27 and Table 3-28 shows the three main reasons of why enterprises are not interested in borrowing. Religious reasons was reported by slightly above 30% of enterprises in Amman, Madaba, Irbid, Jerash and Baqaa. Not needing a loan was reported by 43% of enterprises in Amman and 45% of Zarqa. Not liking to be in debt was reported by 67% of enterprises in Madaba, 43% in Irbid, 30% in Baqaa, and 67% in Jerash.

Table 3-27
Distribution of enterprises not interested in loans
by reason of no interest in loans- % and no.

Reason of no interest in loans	Number	Percent
Lack of collateral	5	10.4
No need	14	29.2
No need	14	29.2
Religious reasons	14	29.2
Religious reasons	14	29.2
Don't like to be in debt	13	27.1
Don't like to be in debt	13	27.1
Because of the interest rate (not religiously speaking)	2	4.2
Because of the interest rate (not religiously speaking)	2	4.2
Total	48	100.0
Total	48	100.0

Table 3-28
Distribution of enterprises not interested in loans
by reason and city - % and (no.)

Reason of no interest in loans	Amman	Madaba	Irbid	Zarqa&Ruseifa	Baqaa	Jerash	Total
Lack of collateral	7.1 (1)			18.2 (2)	20.0 (2)		10.4 (5)
No need	42.9 (6)		28.6 (2)	45.5 (5)	10.0 (1)		29.2 (14)
Religious reasons	35.7 (5)	33.3 (1)	28.6 (2)	18.2 (2)	30.0 (3)	33.3 (1)	29.2 (14)
Don't like to be in debt	14.3 (2)	66.7 (2)	42.9 (3)	9.1 (1)	30.0 (3)	66.7 (2)	27.1 (13)
Because of the interest rate (not religiously speaking)				9.1 (1)	10.0 (1)		4.2 (2)
No. of respondents	14	3	7	11	10	3	48

When examining if there was a difference by gender of in reason for not wanting a loan, men were slightly more likely to cite religious reasons than women. Table 3-29 shows that 26% of the total female sample cited religious beliefs as the reason, as well as 32% of male sample.

Table 3-29
Distribution (%) of enterprises not interested in loans
by reason and Gender

Reason of no interest in loans	No.	Male	No.	Female	Total No.	Total
Lack of collateral	2	8.0	3	13.0	5	10.4
Lack of collateral	2	8.0	3	13.0	5	10.4
No need	8	32.0	6	26.1	14	29.2
No need	8	32.0	6	26.1	14	29.2
Religious reasons	8	32.0	6	26.1	14	29.2
Religious reasons	8	32.0	6	26.1	14	29.2
Don't like to be in debt	6	24.0	7	30.4	13	27.1
Don't like to be in debt	6	24.0	7	30.4	13	27.1
Because of the interest rate (not religiously speaking)	2	4.0	1	4.3	2	4.2
Because of the interest rate (not religiously speaking)	2	4.0	1	4.3	2	4.2
No. of respondents	25		23		48	
No. of respondents	25		23		48	

Interest in Profit Sharing Concept

It should be noted that only 14 respondents, of which 8 (57%) were males and 6 (43%) were females, were not interested in loans for religious reasons. Of those only seven (50%) respondents showed interest in receiving advance funds in exchange for a share of the profits.

Table 3-30
Distribution of enterprises, which are not interested in loans for religious reasons
according to their interest in receiving advance funds in exchange for a share of the profits

Interested in Profit Sharing ?	No.	Percent
Yes	7	50.0
Yes	7	50.0
No	7	50.0
No	7	50.0
Total	14	100.0
Total	14	100.0

Interest in Islamic Loans by City

80% of those refusing a loan for religious reasons in Amman are interested in profit sharing concept as well as 50% of those in Irbid, Zarqa. None are interested in the concept from Baqaa or Madaba sample.

Table 3-31
Distribution (%) of enterprises not interested in loans for religious reasons
by their interest in receiving advance funds in exchange for a share of the profits and by city

City	Yes, interested in sharing profit		Not interested in sharing profit	
	No.	%	No.	%
Amman	4	80%	1	20%
Madaba			1	100
Madaba			1	100

Irbid	1	50	1	50
Zarqa&Ruseifa	1	50	1	50
Zarqa&Ruseifa	1	50	1	50
Baqaa			3	100
Baqaa			3	100
Jerash	1	100		
Jerash	1	100		

Interest in Islamic Loans by Gender

Profit sharing interest is cited by 71.4% of males vs. only 28.6% of females. All those interested (7 respondents) reported monthly sales of JD50 or less.

Table 3-32
Distribution of enterprises not interested in loans for religious reasons
by their interest in receiving advance funds in exchange for
a share of the profits and by Gender

Gender	Yes, interested in sharing profit	Not interested in sharing profit
Male	71.4% (5)	42.9% (3)
Male	71.4% (5)	42.9% (3)
Female	28.6% (2)	57.1% (4)
Female	28.6% (2)	57.1% (4)

Preferable Profit Sharing Percent

In general respondents were not willing to specify the percentage of their profit that they are willing to share and only 4 male respondents provided information. All of Amman respondents are willing to share 5% or less of their profit, while 100% of those in Irbid are willing to share above 30%.

Table 3-33
Distribution of enterprises not interested in loans for religious reasons
by the profit percent they are willing to share and by City

City	Percent of profit willing to share	
	5% or less	> 30%
Amman	100.0 (3)	
Amman	100.0 (3)	
Irbid		100.0 (1)
Irbid		100.0 (1)
Total	75.0 (3)	25.0 (1)
Total	75.0 (3)	25.0 (1)

III. Leasing/ Rent-to-Own Loan

Only 2% of the interviewed respondents indicated that they rent equipment for use in their work. They operate in the garment, retail trade and general services sectors.

Renting Equipment Analysis

98% of enterprises do not rent any equipment. Those that do are scattered over the garment, retail trade and general services sectors and are half male and half female.

Table 3-34
Distribution of enterprises by whether they rent any equipment for their work

Renting Equipment?	No.	Percent
Yes	6	2.0
Yes	6	2.0
No	296	98.0
No	296	98.0
Total	302	100.0
Total	302	100.0

Table 3-35
Distribution(%) of enterprises by Industry Sector and whether they currently rent equipment

Industry Sector	No.	Yes, renting equipment	No.	Not Renting equipment
Garment/Sewing	1	16.7%	35	11.8%
Garment/Sewing	1	16.7%	35	11.8%
Handicrafts			11	3.7
Handicrafts			11	3.7
Food/restaurant			23	7.8
Food/restaurant			23	7.8
Wood/furniture			5	1.7
Wood/furniture			5	1.7
Metal/industrial			2	.7
Metal/industrial			2	.7
Retail/trade	3	50.0	143	48.3
Retail/trade	3	50.0	143	48.3
Wholesale Trade			2	0.7
Wholesale Trade			2	0.7
Taxi			10	3.4
Taxi			10	3.4
Other manufacturing			1	.3
Other manufacturing			1	.3
General service	2	33.3	64	21.6
General service	2	33.3	64	21.6
Total	6	100	296	100
Total	6	100	296	100

Table 3-36
Distribution of enterprises by gender and whether they currently rent equipment

Gender	No.	Yes, renting equipment	No.	Not Renting equipment
Male	3	50.0%	165	55.7%
Male	3	50.0%	165	55.7%
Female	3	50.0	131	44.3
Female	3	50.0	131	44.3
Total	6	100.0	296	100.0
Total	6	100.0	296	100.0

Credit Facilities Analysis

Nearly 64% of enterprises have their suppliers provide them with credit facilities. This does not affect their renting interest as shown in Table 3-47.

Table 3-37
Distribution of enterprises by whether their Suppliers provide them with credit facility

Supplier gives you credit?	No.	Percent
Yes	193	64.3%
Yes	193	64.3%
No	107	35.7
No	107	35.7
Total	300	100.0
Total	300	100.0

Table 3-38
Distribution(%) of enterprises by whether their Suppliers provide them with credit facility and renting of equipment

Supplier Give you Credit?	Renting Equipment ?	
	Yes	No
Yes	1.6	98.4
No	2.8	97.2
No	2.8	97.2
Total	100.0	100.0
Total	100.0	100.0

IV. Life Insurance

Only a third of the respondents were interested in life insurance. Of those, 42% were from Amman and 25% from Zarqa area, also 53% were males and 47% females. Nearly 75% of those respondents who were interested in life insurance were willing to pay above JD5 to have a benefit of JD 10,000. Table 3-43 shows that over half have monthly sales of JD 201-3,000. Also 32% of respondents were interested in Life Insurance, 3.6% had experience with it before, and 8.6% currently have it. The tables below detail the results.

Table 3-39
Distribution of enterprises by their interest in life insurance

Interested in Loan ?	No.	Percent
Yes	99	32.4
Yes	99	32.4
No	207	67.6
No	207	67.6
Total	306	100.0
Total	306	100.0

Table 3-40
Distribution of enterprises by their interest in life insurance by City

City	No.	Yes, interested in life insurance %	No.	Not interested %
Amman	42	42.4	66	31.9
Amman	42	42.4	66	31.9
Madaba	4	4.0	16	7.7
Madaba	4	4.0	16	7.7
Irbid	16	16.2	50	24.2
Irbid	16	16.2	50	24.2
Zarqa&Ruseifa	25	25.3	32	15.5
Zarqa&Ruseifa	25	25.3	32	15.5
Baqaa	5	5.1	30	14.5
Baqaa	5	5.1	30	14.5
Jerash	7	7.1	13	6.3
Jerash	7	7.1	13	6.3
Total	99	100.0	207	100.0
Total	99	100.0	207	100.0

Table 3-41
Distribution of enterprises by their Interest in life insurance by gender

Gender	No.	Yes, interested in life insurance %	No.	Not interested %
Male	53	53.5	117	56.5
Male	53	53.5	117	56.5
Female	46	46.5	90	43.5
Female	46	46.5	90	43.5
Total	99	100.0	207	100.0
Total	99	100.0	207	100.0

Table 3-42
Distribution(%) of enterprises by their Interest in life insurance and willingness to pay monthly payment

Insurance Payment	No. Willing to pay	Percent
< 5 JD	22	24.7
< 5 JD	22	24.7
5 JD and more	67	75.3
5 JD and more	67	75.3

Table 3-43
Distribution(%) of enterprises by their Interest in life insurance
and monthly sales

Monthly sales (JD)	No.	Yes interested in life insurance %	No.	Not Interested %
50 JD or less	5	5.6	18	10.7
51-100 JD	8	8.9	11	6.5
101-200 JD	15	16.7	23	13.7
201-500 JD	12	13.3	35	20.8
501-1000 JD	17	18.9	29	17.3
1001-2000 JD	8	8.9	13	7.7
2001-3000 JD	11	12.2	9	5.4
3001-5000 JD	3	3.3	9	5.4
5001-7000 JD	2	2.2	6	3.6
7001-10000 JD	6	6.7	7	4.2
10001-20000 JD	2	2.2	6	3.6
>20000 JD	1	1.1	2	1.2
Total	90	100.0	168	100.0

Previous Experience

Table 3-44 details results in response to the question of whether respondent had life insurance service before.

Table 3-44
Distribution of experience of enterprises in loan product/service type

Life Insurance		
	No.	Percent
Yes	11	3.6
No	294	96.4
Total	305	100.0

Currently Having Life Insurance

Table 3-45 details results in response to the question of whether respondent is currently life Insurance.

Table 3-45
Distribution of experience of enterprises in loan product/service type

Life Insurance		
	No.	Percent
Yes	26	8.6
No	276	91.4
Total	302	100.0

Most Preferred Feature of Service Types

In response to the questions “What do you like in service”, secure future for my family and me was cited by 65 of respondents as what they liked in the life insurance.

I Like it because It ..	No.	Percent
Secure future for me and my family	13	65.0
Insurance amount is small	1	5.0
Insurance is important for a person	1	5.0
Insurance is important for a person	1	5.0
I can save thru this service	1	5.0
I can save thru this service	1	5.0
I like nothing about it	2	10.0
I like nothing about it	2	10.0
Possibility of withdrawing from service in a year's time	1	5.0
Possibility of withdrawing from service in a year's time	1	5.0
Helped me in obtaining a bank loan	1	5.0
Helped me in obtaining a bank loan	1	5.0
Total	20	100.0
Total	20	100.0

Most Disliked Feature of Service Types

In response to the question “What do you not like in service”, the following answers were received for life insurance

I Dislike it because It ..	No.	Percent
Forced into accepting insurance	1	14.3
Coverage is partial and not for the whole family	1	14.3
Insurance or payment is in JD and not US\$	1	14.3
High Installment amounts	1	14.3
High Installment amounts	1	14.3
Inability to commit for repayment causes the loss of all previous payments	1	14.3
Inability to commit for repayment causes the loss of all previous payments	1	14.3
In case of wanting to stop service a penalty is assumed	1	14.3
In case of wanting to stop service a penalty is assumed	1	14.3
Crooks (no credibility in service/life insurance)	1	14.3
Crooks (no credibility in service/life insurance)	1	14.3
Total	7	100.0
Total	7	100.0

V. Home Improvement Loans

Only 21% of respondents were interested in home improvement loan. Of those 37% can provide real-estate collateral while 37% have a co-signer. Also, 21% of respondents were interested in home improvement loans, 4.6% had experience with it before, and 2.3% currently have one. Detailed results are shown in the following tables.

Table 3-46
Distribution of enterprises by their Interest in Loans to Improve House

Interested in home improvement loan?	No.	Percent
Yes	65	21.3
Yes	65	21.3
No	240	78.7
No	240	78.7
Total	305	100.0
Total	305	100.0

Table 3-47
Distribution of enterprises interested in house improvement loans
by collateral - % and no.

Collateral	Interested in Loans to Improve House			
	No.	Yes %	No.	No %
	No.	Yes %	No.	No %
Real estate	22	37.3	70	35.4
Real estate	22	37.3	70	35.4
Inventory			2	1.0
Inventory			2	1.0
appliances			2	1.0
appliances			2	1.0
car/vehicle	5	8.5	16	8.1
car/vehicle	5	8.5	16	8.1
Gold	1	1.7	1	.5
Gold	1	1.7	1	.5
cash/savings	1	1.7	1	.5
cash/savings	1	1.7	1	.5
co-signer	22	37.3	78	39.4
co-signer	22	37.3	78	39.4
Nothing	2	3.4	15	7.6
Nothing	2	3.4	15	7.6
Check	5	8.5	8	4.0
Good Reputation-Good Will	1	1.7		
Pension Salary			3	1.5
Store Rent Contract			2	1.0
Total	59	100.0	198	100.0

Previous Experience

Table 3-48 details results in response to the question of whether respondent had the home improvement loan before. Only 4.6% indicated that they did.

Table 3-48
Distribution of experience of enterprises in loan product/service type

Home improvement loan		
	No.	Percent
Yes	19	4.6
No	291	95.4
Total	305	100.0
Total	305	100.0

Currently Having Home Improvement Loan

Table 3-49 details results in response to the question of whether respondent currently has a home improvement loan. Only 2.3% said that they do.

Table 3-49
Distribution of experience of enterprises in loan product/service type

Home improvement loan		
	No.	Percent
Yes	7	2.3
No	298	97.7
Total	305	100.0
Total	305	100.0

Most Preferred Feature of Service Types

In response to the questions “What do you like in service”, the fact that loan will improve housing situation was cited by 45.5% of respondents as what they liked best.

I Like it because It ..	No.	Percent
Facility to improve my housing situation	5	45.5
Easy and fast procedure	4	36.4
None/little benefit	2	18.2
Total	11	100.0

Most Disliked Feature of Service Types

In response to the question “What do you not like in service”, the following answers were received for home improvement loan.

I Dislike it because It ..	No.	Percent
High interest rates	5	100.0

VI. Other Loan Products/Services

This section examines the interest of respondents in new loan product/services and sheds light on their likes, dislikes and sources of the loan product/services if they had experience with it. Eight loan product/services were examined. These were:

1. Taxi Cars Loans
2. Working capital loan
3. Fixed asset loan
4. ATM card
5. Revolving credit line
6. Seasonal credit loan
7. IT/business training loan
8. Short term savings

9. Long term savings

In summary the following results were deduced:

- The majority (nearly 64%) of those 11 interviewed taxi owner-driver respondents were interested in obtaining a loan if offered with favorable terms.
- 72.9% of respondents were interested in working capital loans, 51.8% had it before, and 52.8% have it now.
- 34% of respondents were interested in fixed assets, 14.1% had it before and 10.8% have it now
- 44% of respondents were interested in ATM card, 31% had it before, and 2.4% have it now.
- 11.8% of respondents were interested in revolving credit, 2% had experience with it before, and 1.6% currently had it.
- 19% of respondents were interested in seasonal credit loan , 8.9% had experience with it before, and 8.6% currently had it.
- 12% of respondents were interested in IT business training loans, none had ever had it before.
- 31% of respondents were interested in short term saving account, 17.3% had experience with it before, and 16.7% currently had one.
- 15% of respondents were interested in Long term saving account, 11.2% had experience with it before, and 2.3% currently had one

The following tables detail the results.

1- *Taxi Cars Loans*

The majority (nearly 64%) of those interviewed taxi owner-driver respondents were interested in obtaining a loan if offered with favorable terms.

Table 3-50
Distribution of Taxi Owners by their interest in obtaining loan
if offered with favorable terms

Interested in Loan?	No.	Percent
Yes	7	63.6%
Yes	7	63.6%
No	4	36.4
No	4	36.4
Total	11	100.0
Total	11	100.0

Over half of those interested requested loan size between JD1000-6000 and the others above JD6000.

Requested Loan Size	No.	Percent
JD 1001-3000	2	28.6%
JD 1001-3000	2	28.6%
JD 3001-6000	2	28.6
JD 3001-6000	2	28.6
JD 6001-10,000	3	42.9

Total	7	100.0
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2- Working Capital Loans

Interest in Working Capital Loan

Table 3-51
Distribution of interested enterprises in loan product/service type

Working Capital Loans		
Interested?	No.	Percent
Yes	223	72.9%
Yes	223	72.9%
No	83	27.1
No	83	27.1
Total	306	100.0
Total	306	100.0

Previous Experience in Working Capital Loan

Table 3-52
Distribution of experience of enterprises in loan product/service type

Working capital		
Had it before?	No.	Percent
Yes	157	51.8
Yes	157	51.8
No	144	48.2
No	144	48.2
Total	303	100.0
Total	303	100.0

Currently Having Working Capital Loan

Table 3-53 details results in response to the question of whether respondent is currently holding the loan product/service type.

Table 3-53
Distribution of experience of enterprises in loan product/service type

Working capital		
Have it now?	No.	Percent
Yes	160	52.8
Yes	160	52.8
No	143	47.2
No	143	47.2
Total	303	100.0
Total	303	100.0

Most Preferred Feature of Working Capital Loan

In response to the questions “What do you like in service” easy and fast procedure was cited by 39.5% of respondents as what they liked in the working capital loan product followed by the fact that it helped in improving and enlarging their business.

I Like it because It ..	No.	Percent
Facility to improve my housing situation	2	1.2%
Easy and fast procedure	66	39.5
None/small benefit	2	1.2

Opening job opportunity	5	3.0
Eased the burden and problems for my mission	28	16.8
Small installments/payment	4	2.4
Helped in improving and enlarging business	42	25.1
I like nothing about it	1	.6
Payment period	2	1.2
Easy collateral	3	1.8
I could buy the equipment I needed for work	5	3.0
I Like everything	1	0.6
Helped me in improving my monetary situation and my affordability re family expenses	4	2.4
Ability to buy my goods in cash vs. installment thus increasing my profit	1	.6
Good follow-up of clients from MFI	1	.6
Total	167	100.0

Most Disliked Feature of Working Capital Loan

In response to the question “What do you not like in service”; high interest rates and repayment method are the most disliked features in working capital loans as reported by more than third of respondents

I Dislike it because It ..	No.	Percent
High interest rates	33	39.3%
Difficult Procedures and required collateral	4	4.8
No commitment of borrowers for repayment (especially in group loans)	2	2.4
No commitment of borrowers for repayment (especially in group loans)	2	2.4
Do not like repayment method	30	35.7
Do not like repayment method	30	35.7
Small size loan	9	10.7
Small size loan	9	10.7
High Installment amounts	1	1.2
Cancellation of meetings in case of a borrower absence (Group Loans)	1	1.2
Spoiling of goods	1	1.2
fees when late in payments	1	1.2
I took my profit at the start	1	1.2
There is no time period after taking loan for first payment	1	1.2
Total	84	100.0

3- Fixed Assets Loans

Interest in Fixed Assets Loan

Table 3-54
Distribution of interested enterprises in loan product/service type

Fixed assets		
	No.	Percent
Yes	105	34.3
No	201	65.7
Total	306	100.0

Previous Experience in Fixed Assets Loan

Table 3-55 details results in response to the question of whether respondent had the loan product/service type before.

Table 3-55
Distribution of experience of enterprises in loan product/service type

Fixed assets		
	No.	Percent
Yes	48	14.1
No	263	85.9
No	263	85.9
Total	306	100.0
Total	306	100.0

Currently Having Fixed Assets Loan

Table 3-56 details results in response to the question of whether respondent is currently holding the loan product/service type.

Table 3-56
Distribution of experience of enterprises in loan product/service type

Fixed assets		
	No.	Percent
Yes	33	10.8
No	273	89.2
No	273	89.2
Total	306	100.0
Total	306	100.0

Most Preferred Feature of Fixed Assets Loan

In response to the questions “What do you like in service”; easy and fast procedure was cited by 29% of respondents as what they liked in the fixed assets loan product

I Like it because It ..	No.	Percent
Easy and fast procedure	13	28.9%
None/small benefit	1	2.2
Opening job opportunity	1	2.2
Eased the burden and problems for what I wanted to accomplish	7	15.6
Helped in improving and enlarging business	7	15.6
Taking into consideration one's personal situation	1	2.2
Lowering interest rate upon early repayment	1	2.2
Building a new home	1	2.2
Payment period	1	2.2
Easy collateral	2	4.4
I could buy the equipment I needed for work	7	15.6
Ability to buy my car	3	6.7
Total	45	100.0
Total	45	100.0

Most Disliked Feature of Fixed Assets Loan

In response to the question “What do you not like in service”; high interest rates is the most disliked features in working capital loans as reported by more than 45% of respondents.

I Dislike it because It ..	No.	Percent
High interest rates	9	45.0%
Difficult Procedures and required collateral	2	10.0
Higher interest rates in case of second loan	1	5.0
Do not like repayment method	3	15.0
High Installment amounts	2	10.0
I do not like dealing with banks due to religious reasons	1	5.0
I became in debt when using service	1	5.0
Other	1	5.0
Total	20	100.0

4- ATM Cards*Interest in ATM Cards*

Table 3-57
Distribution of interested enterprises in loan product/service type

ATM card		
	No.	Percent
Yes	133	43.6
No	172	56.4
Total	305	100.0

Previous Experience in ATM Cards

Table 3-58 details results in response to the question of whether respondent had the loan product/service type before.

Table 3-58
Distribution of experience of enterprises in loan product/service type

ATM card		
	No.	Percent
Yes	95	31
No	211	69
No	211	69
Total	306	100.0
Total	306	100.0

Currently Having ATM Cards

Table 3-59 details results in response to the question of whether respondent is currently holding the loan product/service type.

Table 3-59
Distribution of experience of enterprises in loan product/service type

ATM card		
	No.	Percent
Yes	90	29.4
No	216	70.6
No	216	70.6

Total	306	100.0
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Most Preferred Feature of ATM Cards

In response to the questions “What do you like in service”; withdrawing money any time was cited by 85% of respondents as what they liked in the ATM service

I Like it because It ..	No.	Percent
Saves time	3	3.3%
Easy and fast procedure	6	6.5
None/little benefit	1	1.1
Withdrawing money any time	78	84.8
I can save thru this service	1	1.1
I like nothing about it	1	1.1
No need for queuing upon withdrawing money	2	2.2
Total	92	100.0

Most Disliked Feature of ATM Cards

In response to the question “What do you not like in service”, the following answers were received

I Dislike it because It ..	No.	Percent
frequent malfunctioning of ATM machines	2	15.4%
Upon renewal of ATM card you pay JD10 fees	2	15.4
reclaiming the ATM card upon entry error of PIN	2	15.4
reclaiming the ATM card upon entry error of PIN	2	15.4
Encourages withdrawal and spending	2	15.4
Encourages withdrawal and spending	2	15.4
I do not like dealing with banks due to religious reasons	1	7.7
Allowance for withdrawing a larger amount than specified for the ATM	1	7.7
I cannot deposit money using ATM because it is not guaranteed	1	7.7
Ability to withdraw money upon need and otherwise	2	15.4
Ability to withdraw money upon need and otherwise	2	15.4
Total	13	100.0
Total	13	100.0

5- Revolving Credit Line

Interest in Revolving Credit Line

Table 3-60
Distribution of interested enterprises in loan product/service type

Revolving credit line		
	No.	Percent
Yes	36	11.8
No	270	88.2
Total	306	100.0

Previous Experience Revolving Credit Line

Table 3-61 details results in response to the question of whether respondent had the loan product/service type before.

Table 3-61

Distribution of experience of enterprises in loan product/service type

Revolving credit line		
	No.	Percent
Yes	6	2
No	300	98
No	300	98
Total	306	100.0
Total	306	100.0

Currently Having Revolving Credit Line

Table 3-62 details results in response to the question of whether respondent is currently holding the loan product/service type.

Table 3-62**Distribution of experience of enterprises in loan product/service type**

Revolving credit line		
	No.	Percent
Yes	5	1.6
No	301	98.4
No	301	98.4
Total	306	100.0
Total	306	100.0

Most Preferred Feature of Revolving Credit Line

In response to the questions “What do you like in service”; easy and fast procedure was cited by 40% of respondents as what they liked in the revolving credit line product

I Like it because It ..	No.	Percent
Facility to improve my housing situation	1	20.0
Easy and fast procedure	2	40.0
Eased the burden and problems for what I wanted to accomplish	1	20.0
Helped in improving and enlarging business	1	20.0
Total	5	100.0

Most disliked feature of Revolving Credit Line

In response to the question “What do you not like in service”; high interest rates is the most disliked feature in revolving credit loans as reported by 50% of respondents

I Dislike it because It ..	No.	Percent
High interest rates	2	50.0
Difficult Procedures and required collateral	1	25.0
Frequent field checking	1	25.0
Total	4	100.0

6- Seasonal Loans*Interest in Seasonal Loans***Table 3-63****Distribution of interested enterprises in loan product/service type**

Seasonal credit loan		
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	No.	Percent
Yes	58	19.1
No	245	80.9
Total	303	100.0

Previous Experience in Seasonal Loans

Table 3-64 details results in response to the question of whether respondent had the loan product/service type before.

Table 3-64
Distribution of experience of enterprises in loan product/service type

Seasonal credit loan		
	No.	Percent
Yes	27	8.9
No	277	91.1
No	277	91.1
Total	304	100.0
Total	304	100.0

Currently Having Seasonal Loans

Table 3-65 details results in response to the question of whether respondent is currently holding the loan product/service type.

Table 3-65
Distribution of experience of enterprises in loan product/service type

Seasonal credit loan		
	No.	Percent
Yes	26	8.6
No	278	91.4
No	278	91.4
Total	304	100.0
Total	304	100.0

Most Preferred Feature of Seasonal Loans

In response to the questions “What do you like in service”; the fact that seasonal credit helped in improving and enlarging their business was cited by 75.9% of respondents as what they liked best.

I Like it because It ..	No.	Percent
Easy and fast procedure	1	3.4
Small installment/payment	2	6.9
Taking into consideration one's personal situation	1	3.4
Helped in improving and enlarging my business	22	75.9
Payment period	1	3.4
I Like everything	1	3.4
Helped me in improving my monetary situation and my affordability re family expenses	1	3.4

Total	29	100.0
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Most Disliked Feature of Seasonal Loans

In response to the question “What do you not like in service”; Repayment method is the most disliked feature in Seasonal credit loan as reported by 62 of respondents.

I Dislike it because It ..	No.	Percent
Promises certain profit margin and gives another	1	12.5
Promises certain profit margin and gives another	1	12.5
Do not like repayment method	5	62.5
Small size loan	1	12.5
High Installment amounts	1	12.5
High Installment amounts	1	12.5
Total	8	100.0
Total	8	100.0

7- IT/Business Training Loans

Interest in It/Business Training Loans

Table 3-66
Distribution of interested enterprises in loan product/service type

IT business training		
	No.	Percent
Yes	38	12.4
No	268	87.6
Total	306	100.0

Previous Experience in It/Business Training Loans

Table 3-67 details results in response to the question of whether respondent had the loan product/service type before. None had any experience with such a loan product.

Table 3-67
Distribution of experience of enterprises in loan product/service type

IT business training		
	No.	Percent
Yes		
No	306	100
Total	306	100.0
Total	306	100.0

Currently Having It/Business Training Loans

Table 3-68 details results in response to the question of whether respondent is currently holding the loan product/service type.

Table 3-68
Distribution of experience of enterprises in loan product/service type

IT business training		
	No.	Percent
No	306	100

Total	306	100.0
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8- Short Term Saving Account

Interest in Short Term Saving Account

Table 3-69
Distribution of interested enterprises in loan product/service type
Short term saving account

	No.	Percent
Yes	96	31.4
No	210	68.6
Total	306	100.0

Previous Experience in Short Term Saving Account

Table 3-70 details results in response to the question of whether respondent had the loan product/service type before.

Table 3-70
Distribution of experience of enterprises in loan product/service type
Short term saving account

	No.	Percent
Yes	53	17.3
No	253	82.7
Total	306	100.0
Total	306	100.0

Currently Having Short Term Saving Account

Table 3-71 details results in response to the question of whether respondent is currently holding the loan product/service type.

Table 3-71
Distribution of experience of enterprises in loan product/service type
Short term saving account

	No.	Percent
Yes	51	16.7
No	255	83.3
Total	306	100.0
Total	306	100.0

Most Preferred Feature of Short Term Saving Account

In response to the questions “What do you like in service”, the following answers were received.

I Like it because It ..	No.	Percent
Secure future for me and my family	6	12.2
Facility to improve my housing situation	1	2.0

Easy and fast procedure	12	24.5
None/little benefit	1	2.0
Bank was the only one around at the time of opening my account	1	2.0
Withdrawing money any time	12	24.0
I can save thru this service	12	24.5
Providing check books	2	4.1
I like nothing about it	2	4.0
Total	49	100.0

Most Disliked Feature of Short Term Saving Account

In response to the question “What do you not like in service”, the following answers were received:

I Dislike it because It ..	No.	Percent
Promises certain profit margin and gives another	1	50.0
High interest rates	1	50.0
Total	2	100.0

9- Long Term Saving Account

Interest in Long Term Saving Account

Table 3-72
Distribution of interested enterprises in loan product/service type

Long term saving account		
	No.	Percent
Yes	45	14.8
No	259	85.2
Total	304	100.0

Previous Experience in Long Term Saving Account

Table 3-73 details results in response to the question of whether respondent had the loan product/service type before.

Table 3-73
Distribution of experience of enterprises in loan product/service type

Long term saving account		
	No.	Percent
Yes	34	11.2
No	269	88.8
Total	303	100.0
Total	303	100.0

Currently Having Long Term Saving Account

Table 3-74 details results in response to the question of whether respondent is currently holding the loan product/service type.

Table 3-74

Distribution of experience of enterprises in loan product/service type

Long term saving account		
	No.	Percent
Yes	7	2.3
No	298	97.7
Total	305	100.0
Total	305	100.0

Most Preferred Feature of Long Term Saving Account

In response to the questions “What do you like in service”; easy and fast procedure was cited by 40% of respondents as what they liked in the long term saving account

I Like it because It ..	No.	Percent
Secure future for me and my family	3	30.0
Secure future for me and my family	3	30.0
Easy and fast procedure	4	40.0
Easy and fast procedure	4	40.0
Withdrawing money any time	1	10.0
Guaranteed capital (as if money is hidden)	1	10.0
I can save thru this service	1	10.0
Total	10	100.0

Most Disliked Feature of Long Term Saving Account

In response to the question “What do you not like in service”, the following answers were received.

I Dislike it because It ..	No.	Percent
High interest rates	1	33.3
If I need the money for something important they will not give it to me	1	33.3
Small size loan	1	33.3
Total	3	100.0

Institutions offering Above Service Types

In response to the question “From Which institution you currently have the service “, the following answers were received:

	Institution	Working capital loan		Fixed assets loan		ATM card		revolving credit line		seasonal credit loan	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	Arab Bank	2	1.1	2	3.7	22	22.7	1	20.0	1	3.3
2	Housing Bank	1	.6	5	9.3	41	42.3				
3	REFCO										
4	Pharmacist Association			1	1.9						
5	Armed forces										
6	ALICO										
7	Jordan Bank	2	1.1	2	3.7	2	2.1	1	20.0		
8	Jordan Kuwaiti Bank	2	1.1	5	9.3	6	6.2				
9	Export and Finance Bank			1	1.9						
10	Royal Scientific Society										
11	George Abu-Ghosh Company	1	.6	1	1.9						
12	Agricultural Credit Institution	1	.6					1	20.0		
13	AMC	40	22.6	3	5.6						
14	Jordan National Bank			4	7.4	8	8.2	1	20.0		
15	JMCC	38	21.5	5	9.3					1	3.3
16	Orphans Institution	1	.6								
17	MFW	52	29.4	9	16.7					27	90.0
18	Industrial Development Bank	1	.6								
19	Ministry of Social Development	1	.6								
20	Cairo Amman Bank					1	1.0				
21	Real Estate Bank			4	7.4	1	1.0				
22	Islamic Bank	1	.6	1	1.9	12	12.4				
23	Union Bank										
24	GTZ										
25	UNRWA			2	3.7					1	3.3
26	JACP	31	17.5	7	13.0						
27	Jordan Gulf Bank	2	1.1			2	2.1	1	20.0		
28	Jerusalem Insurance CO.	1	.6								
29	Al Nisr Insurance CO.										
30	DEF			2	3.7						
31	Middle East Co.										
32	HSBC					1	1.0				
33	Arab Insurers										
34	Investment Bank					1	1.0				

	Institution	home improve loan		IT/ business training		Short term saving account		long term saving account		Life Insurance	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	Arab Bank	3	21.4			8	14.8	4	50.0		
2	Housing Bank	6	42.9			26	48.1	3	37.5		
3	REFCO									1	3.1
4	Pharmacist Association										
5	Armed forces									1	3.1
6	ALICO									21	65.6
7	Jordan Bank	1	7.1			4	7.4				
8	Jordan Kuwaiti Bank					2	3.7			1	3.1
9	Export and Finance Bank										
10	Royal Scientific Society										
11	George Abu-Ghosh Company										
12	Agricultural Credit Institution										
13	AMC										
14	Jordan National Bank	2	14.3			7	13.0	1	12.5		
15	JMCC										
16	Orphans Institution										
17	MFV										
18	Industrial Development Bank										
19	Ministry of Social Development										
20	Cairo Amman Bank										
21	Real Estate Bank	1	7.1								
22	Islamic Bank	1	7.1			4	7.4				
23	Union Bank					1	1.9				
24	German Insurance Co.									3	9.4
25	UNRWA										
26	JACP										
27	Jordan Gulf Bank					1	1.9				
28	Jerusalem Insurance CO.									1	3.1
29	Al Nisr Insurance CO.									1	3.1
30	DEF										
31	Middle East Co.									2	6.3
32	HSBC										
33	Arab Insurers									1	3.1
34	Investment Bank					1	1.9				

MFI's Satisfaction Analysis

4

AMC Satisfaction Analysis

The majority (85%) of clients are in general satisfied or strongly satisfied with AMC, and most (88%) of them would recommend AMC. Detailed analysis showed that most AMC Amman clients were satisfied with the fees and payment frequency of their loans. Most clients were satisfied with their loan size and term, but 50% were dissatisfied with their interest rate. Almost all clients considered interest, and payment frequency as important conditions, fees were not. Also, most clients were satisfied with the customer service including the speed of the loan application and disbursement processes and relationship with the loan officer, as well as with the loan terms.

Looking at the gender difference, none of the females were unsatisfied with their loan size or term, but more females than males were unsatisfied with their interest rate. On the other hand, half of the males were either neutral or unsatisfied with their loan term.

Further analyses indicate that the highest percentage (16.7%) of dissatisfaction with loan size was among those holding loans of 10,000 to 20,000 JOD. Also, 25% of those clients with 6 months loan terms and of those with 18 months loan term were unsatisfied with their interest rates, more than 75% of those with interest rates 8% and 10% were satisfied, while most of clients holding other rates were satisfied with their monthly payment frequency.

Half of the working capital loan clients were unsatisfied with their interest rates and 16% were unsatisfied with the speed of loan application process. This result is similar to those clients holding the mixed loan type of working capital and fixed assets loan. Clients holding fixed assets loan showed slightly different results, with 40% unsatisfied with their interest rate, and 20% unsatisfied with speed of loan application.

General Satisfaction

Table 4-1 indicates that more than 85% of the clients are in general satisfied or strongly satisfied with AMC, and, as if to confirm this, more than 85% of them would request a loan again. Looking at the gender difference in the general satisfaction, it may be noted that females are more likely to be satisfied than males.

Table 4-1
General Satisfaction

AMC	All		Male		Female	
Satisfaction level	No.	Percent	No.	Percent	No.	Percent
Neutral	6	14.3	4	11.4	2	28.6
Neutral	6	14.3	4	11.4	2	28.6
Satisfied	22	52.4	18	51.4	4	57.1
Satisfied	22	52.4	18	51.4	4	57.1
Strongly Satisfied	14	33.3	13	37.1	1	14.3
Strongly Satisfied	14	33.3	13	37.1	1	14.3
Total	42	100.0	35	100.0	7	100.0
Total	42	100.0	35	100.0	7	100.0

Table 4-2
Distribution of planning for a second loan from same MFI

AMC	All		Male		Female	
Plan to borrow again from MFI?	No.	Percent	No.	Percent	No.	Percent
Disagree	4	9.5	3	8.6	1	14.3
Neutral	1	2.4	1	2.9		
Agree	18	42.9	15	42.9	3	42.9
Strongly Agree	19	45.2	16	45.7	3	42.9
Total	42	100.0	35	100.0	7	100.0

Detailed Satisfaction Analysis

Table 4-3 details AMC Amman clients' satisfaction level and the importance level in affecting decision-making of each loan product design, the customer service of the MFI, and its office environment. Most clients were satisfied with the fee of their loan product, over half were satisfied with their loan size and term, but 50% were dissatisfied with their interest. Most clients considered loan size, term, interest, and payment frequency as important conditions, fees were not. Also, most clients were satisfied with the customer service of AMC, including the speed of the loan application and disbursement processes and relationship with the staff with its office environment.

Table 4-3
Satisfaction analysis for Amman - % and (no.)

Amman							
AMC	Satisfaction level				Importance		
Product Design	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %	N
Loan Size	4.8 (2)	59.5 (25)	35.7 (15)		100 (42)		
Loan Term	19 (8)	54.8 (23)	26.2 (11)		95.2 (40)		
Interest Rate	50 (21)	35.7 (15)	14.3 (6)		90.5 (38)		
Fees	11.9 (5)	78.6 (33)	7.1 (3)	2.4 (1)	6.9 (29)	4.8 (2)	2
Payment Frequency	4.8 (2)	90.5 (38)	4.8 (2)		97.6 (41)		
Amman							
AMC	Satisfaction level				Importance		
Customer Service	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %	N
Speed of loan application process	14.3 (6)	69 (29)	16.7 (7)		97.6 (41)		
Speed of loan disbursal after application	11.9 (5)	76.2 (32)	11.9 (5)		100 (2)		
Friendliness of loan officer		95.2 (40)	4.8 (2)		100 (42)		
Loan officer understands my needs		95.2 (40)	4.8 (2)		100 (42)		
Other branch staff were courteous		71.4 (30)	4.8 (2)	23.8 (10)	76.2 (32)		
Office Environment							
Hours of operation	4.8 (2)	95.2 (40)			68.3 (28)	19.5 (8)	1
Facilities are clean		97.6 (41)		2.4 (1)	82.9 (34)	2.4 (1)	1
Convenient location	19 (8)	78.6 (33)	2.4 (1)		95.1 (39)	4.9 (2)	

Satisfaction Analysis by Gender

Looking at the gender difference, none of the females were unsatisfied with their loan size or term, but more females than males were satisfied with their interest rate. On the other hand, half of the males were either neutral or unsatisfied with their loan term.

a. Female Clients

Table 4-4 details AMC's female clients' satisfaction level and the importance level in affecting decision-making of each loan product design, the customer service of the MFI, and its office environment, while Table 4-5 shows the satisfaction level of male clients.

Table 4-4
Satisfaction analysis for Females - % and (no.)

Female							
AMC	Satisfaction Level				Importance		
Product Design	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %	No response
Loan Size		71.4 (5)	28.6 (2)		100 (7)		
Loan Term		71.4 (5)	28.6 (2)		100 (7)		
Interest Rate	57.1 (4)	42.9 (3)			100 (7)		
Fees	28.6 (2)	42.9 (3)	28.6 (2)		71.4 (5)		2
Payment Frequency	14.3 (1)	85.7 (6)			100 (7)		
Customer Service							
Speed of loan application process	14.3 (1)	57.1 (4)	28.6 (2)		85.7 (6)		1
Speed of loan disbursal after application	14.3 (1)	71.4 (5)	14.3 (1)		100 (7)		
Friendliness of loan officer		100 (7)			100 (7)		
Loan officer understands my needs		100 (7)			100 (7)		
Other branch staff were courteous		42.9 (3)		57.1 (4)	42.9 (3)		
Office Environment							
Hours of operation		100 (7)			85.7 (6)		1
Facilities are clean		100 (7)			85.7 (6)		1
Convenient location	42.9 (3)	57.1 (4)			85.7 (6)	14.3 (1)	

b. Male Clients

Table 4-5
Satisfaction analysis for Males - % and (no.)

Male							
AMC	Satisfaction Level				Importance		
Product Design	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %	Neut %
Loan Size	5.7 (2)	57.1 (20)	37.1 (13)		100 (1)		
Loan Term	22.9 (8)	51.4 (18)	25.7 (9)		94.3 (1)		5.7 (
Interest Rate	48.6 (17)	34.3 (12)	17.1 (6)		88.6 (1)		11.4
Fees	8.6 (3)	85.7 (30)	2.9 (1)	2.9 (1)	68.6 (1)	5.7 (1)	22.9
Payment Frequency	2.9 (1)	91.4 (32)	5.7 (2)		97.1 (1)		2.9 (
Customer Service							
Speed of loan application process	14.3 (5)	71.4 (25)	14.3 (5)		100 (35)		
Speed of loan disbursal after application	11.4 (4)	77.1 (27)	11.4 (4)		100 (35)		
Friendliness of loan officer		94.3 (33)	5.7 (2)		100 (35)		
Loan officer understands my needs		94.3 (33)	5.7 (2)		100 (35)		
Other branch staff were courteous		77.1 (27)	5.7 (2)	17.1 (6)	82.9 (29)		
Office Environment							
Hours of operation	5.7 (2)	94.3 (33)			64.7 (22)	23.5 (8)	11.8
Facilities are clean		97.1 (34)		2.9 (1)	82.4 (28)	2.9 (1)	11.8
Convenient location	14.3 (5)	82.9 (29)	2.9 (1)		97.1 (33)	2.9 (1)	

Satisfaction Analysis by Type of Loan Use

Half of the working capital loan clients were unsatisfied with their interest rates and 16% were unsatisfied with the speed of the application process. This result is similar to those clients holding the mixed loan type of working capital and fixed assets loan. Clients holding the fixed assets loan showed slightly different results, with 40% only unsatisfied with their interest rate.

a. Working Capital Loan Clients

Table 4-6 details AMC's working capital loan clients' satisfaction level and the importance level in affecting decision-making on the topics of the loan product design, the customer service of the MFI, and its office environment.

Table 4-6
Satisfaction analysis for working capital loan clients - % and (no.)

Working Capital							
AMC	Satisfaction Level				Importance		
Product Design	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %	No. of responses
Loan Size	8.3 (2)	70.8 (17)	20.8 (5)		100 (24)		
Loan Term	16.7 (4)	62.5 (15)	20.8 (5)		100 (24)		
Interest Rate	50 (12)	37.5 (9)	12.5 (3)		91.7 (22)		8
Fees	12.5 (3)	79.2 (19)	8.3 (2)		70.8 (17)	4.2 (1)	2
Payment Frequency	4.2 (1)	95.5 (23)			100 (24)		
Customer Service							
Speed of loan application process	16.7 (4)	70.8 (17)	12.5 (3)		95.8 (23)		4
Speed of loan disbursement after application	8.3 (2)	83.3 (20)	8.3 (2)		100 (24)		
Friendliness of loan officer		95.8 (23)	4.2 (1)		100 (24)		
Loan officer understands my needs		91.7 (22)	8.3 (2)		100 (24)		
Other branch staff were courteous		66.7 (16)	8.3 (2)	25 (6)	75 (18)		
Office Environment							
Hours of operation	4.2 (1)	95.8 (23)			56.5 (13)	30.4 (7)	1
Facilities are clean		95.8 (23)		4.2 (1)	78.3 (18)	4.3 (1)	1
Convenient location	16.7 (4)	79.2 (19)	4.2 (1)		91.3 (21)	8.7 (2)	

b. Fixed Assets Loan Clients

Table 4-7 details AMC's fixed assets loan clients' satisfaction level and the importance level in affecting decision-making topics of the loan product design, the customer service of the MFI, and its office environment.

Table 4-7
Satisfaction analysis for fixed assets loan clients - % and (no.)

Fixed Assets						
AMC	Satisfaction Level				Importance	
Product Design	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %
Loan Size		60 (3)	40 (2)		100 (5)	
Loan Term	20 (1)	20 (1)	60 (3)		80 (4)	
Interest Rate	40 (2)	40 (2)	20 (1)		100 (5)	
Fees	20 (1)	80 (4)			60 (3)	20 (1)
Payment Frequency		100 (5)			100 (5)	
Customer Service						
Speed of loan application process		80 (4)	20 (1)		100 (5)	
Speed of loan disbursement after application	20 (1)	80 (4)			100 (5)	
Friendliness of loan officer		100 (5)			100 (5)	
Loan officer understands my needs		100 (5)			100 (5)	
Other branch staff were courteous		100 (5)			100 (5)	
Office Environment						
Hours of operation		100 (5)			100 (5)	
Facilities are clean		100 (5)			100 (5)	
Convenient location	80 (4)	20 (1)			100 (5)	

c. Mixed Type Loan (Working Capital and Fixed Assets) Clients

Table 4-8 details AMC's mixed loan clients' satisfaction level and the importance level in affecting decision-making of the loan product design, the customer service of the MFI, and its office environment.

Table 4-8
Satisfaction analysis for mixed loan clients - % and (no.)

Working Capital and Fixed Assets						
AMC	Satisfaction Level				Importance	
Product Design	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %
Loan Size		38.5 (5)	61.5 (8)		100 (13)	
Loan Term	23.1 (3)	53.8 (7)	23.1 (3)		92.3 (12)	
Interest Rate	53.8 (7)	30.8 (4)	15.4 (2)		84.6 (11)	
Fees	7.7 (1)	76.9 (10)	7.7 (1)	7.7 (1)	69.2 (9)	
Payment Frequency	7.7 (1)	76.9 (10)	15.4 (2)		92.3 (12)	
Customer Service						
Speed of loan application process	15.4 (2)	61.5 (8)	23.1 (3)		100 (13)	
Speed of loan disbursal after application	15.4 (2)	61.5 (8)	23.1 (3)		100 (13)	
Friendliness of loan officer		92.3 (12)	7.7 (1)		100 (13)	
Loan officer understands my needs		100 (13)			100 (13)	
Other branch staff were courteous		69.2 (9)		30.8 (4)	69.2 (9)	
Office Environment						
Hours of operation	7.7 (1)	92.3 (12)			76.9 (10)	7.7 (1)
Facilities are clean		100 (13)			84.6 (11)	
Convenient location		100 (13)			100 (13)	

Satisfaction with Size of Loan According To The Currently Held Loan Size

Table 4-9 indicates that the majority of AMC clients are satisfied with their loan sizes. However, it is interesting to note that satisfaction declines with larger loan sizes and 16.7% of those with the largest loans are dissatisfied with their loan size.

Table 4-9
Satisfaction analysis according to loan size - % and (no.)

AMC				
Current Loan Size	Unsatisfied%	Satisfied%	Neutral%	Total%
501-1000		100.0 (1)		100.0 (1)
1001-3000	4.3 (1)	60.9 (14)	34.8 (8)	100.0 (23)
1001-3000	4.3 (1)	60.9 (14)	34.8 (8)	100.0 (23)
3001-6000		58.3 (7)	41.7 (5)	100.0 (12)
3001-6000		58.3 (7)	41.7 (5)	100.0 (12)
6001-10000	16.7 (1)	50.0 (3)	33.3 (2)	100.0 (6)
6001-10000	16.7 (1)	50.0 (3)	33.3 (2)	100.0 (6)

no. of respondents = 42

Satisfaction In Loan Term According To Currently Held Loan Term

Table 4-10 indicates that the majority of AMC clients are satisfied with their loan term. Around one quarter of those clients with a loan term of 6 or 18 months are not satisfied with their loan term, as well as 15% of clients that have a loan term of 12 months. All clients with a 15 month loan term are satisfied.

Table 4-10
Satisfaction analysis according to loan term - % and (no.)

AMC				
Current Loan Term (Months)	Unsatisfied%	Satisfied%	Neutral%	Total%
6.00	25.0 (1)	75.0 (3)		100.0 (4)
12.00	15.0 (3)	60.0 (12)	25.0 (5)	100.0 (20)
12.00	15.0 (3)	60.0 (12)	25.0 (5)	100.0 (20)
15.00		100.0 (1)		100.0 (1)
15.00		100.0 (1)		100.0 (1)
18.00	23.5 (4)	41.2 (7)	35.3 (6)	100.0 (17)
18.00	23.5 (4)	41.2 (7)	35.3 (6)	100.0 (17)

no. of respondents = 42

Satisfaction in Loan Interest According to the Currently Held Loan Interest

Table 4-11 shows that there is no apparent pattern to clients' dissatisfaction with interest rates. All those clients that interest rate are not satisfied with their rate, as well as 50% of clients that have 8% and 12% interest rate, and quarter rate.

Table 4-11
Satisfaction analysis according to loan interest rate - % and (no.)

AMC				
Loan Interest	Unsatisfied%	Satisfied%	Neutral%	Total%
8.00%		100.0 (1)		100.0 (1)
8.50%	50.0 (1)	50.0 (1)		100.0 (2)
8.50%	50.0 (1)	50.0 (1)		100.0 (2)
9.50%	100.0 (1)			100.0 (1)
9.50%	100.0 (1)			100.0 (1)
10.00%	25.0 (1)	75.0 (3)		100.0 (4)
10.00%	25.0 (1)	75.0 (3)		100.0 (4)
10.50%	100.0 (1)			100.0 (1)
10.50%	100.0 (1)			100.0 (1)
12.00%	51.5 (17)	30.3 (10)	18.2 (6)	100.0 (33)
12.00%	51.5 (17)	30.3 (10)	18.2 (6)	100.0 (33)

no. of respondents = 42

Satisfaction In Loan Fees According to the Currently Held Loan Fees

Table 4-12 indicates that the majority of clients are satisfied with their loan fees. Only 12 percent of clients are unsatisfied with their fees.

Table 4-12
Satisfaction analysis according to loan fees - % and (no.)

AMC					
Fees (JD)	Unsatisfied%	Satisfied%	Neutral%	N/A %	Total%
3.00	11.9 (5)	78.6 (33)	7.1 (3)	2.4 (1)	100.0 (42)

no. of respondents = 42

Satisfaction in Payment Frequency According to the Currently Held Loan Payment Frequency

Table 4-13 indicates that almost all (90.5%) of AMC's clients are satisfied with their monthly payment frequency. Only unsatisfied with their payment frequency.

Table 4-13
Satisfaction analysis according to loan repayment frequency - % and (no.)

AMC				
Payment Freq.	Unsatisfied%	Satisfied%	Neutral%	Total%
Monthly	4.8 (2)	90.5 (38)	4.8 (2)	100.0 (42)

no. of respondents = 42

Required Improvements

To improve their satisfaction with AMC the respondent clients cited the following necessary changes listed in Table 4- improvement was that AMC work to vary monthly repayment amounts based on business income (17%), followed by

Table 4-14
Clients' satisfaction would improve if the MFI made the following changes

AMC	
Issue	No.
Better outreach of loan officers/ work in the field to attract more clients	1
Lowering of repayment amount/installments	1
Easier required collateral	2
Payments to be on a monthly basis	1
Lowering interest rates	8
Monthly repayment amounts to vary month to month based on business income	9
Canceling fees for late repayments	4
Easier procedures	3
Giving a second loan parallel to my first loan	1
Establishing a parking near MFI	2
Giving back to client the paid discounted bill directly upon repayment	1
Faster disbursement of loan and completing application transaction	2
Increasing size of loan	2
Cancellation of Check guarantee	2
More trust between MFI and Client	2
Opening more branches that are nearer to me	4

Asking for all requested papers at once and not one-at a time	1
Changing the location of MFI	2
Allowing for smoking inside MFI	1
Decrease of fees	1
Repayment to be done directly by client and not through the bank	1
Checking of co-signer bounced checks with Central Bank	1
Difficulty to reach the loan officer	1

Best Liked Issues

Table 4-15 details the following best liked issues that were reported for AMC, with 44.3% appreciative of the positive interaction with the loan officer.

Table 4-15
Clients' best liked issues in MFI

Issue	AMC	
	Frequency	
Nice, gentle, good, flexible, excellent interaction with loan officer	31	
Easy procedure and quick loan disbursement	17	
Nice and gentle interaction with Manager	4	
Reasonable collateral	3	
Continuous follow up with client	2	
Cleanliness and tidiness of MFI	1	
Proximity of MFI	2	
The fact that they helped me in starting/enhancing my project	2	
Easy repayments	2	
Faster than banks and their complicated procedures	1	
Payment on a monthly basis	1	
I like the design of the MFI building	1	
Excellent coordination between bank and MFI	1	
The discount-bills are brought to the store	1	
Promptness of appointments	1	

5 JACP Satisfaction Analysis

Around 61% of the clients are satisfied or strongly satisfied in general with JACP, and nearly 65% of them would request JACP. Detailed analysis showed that approximately half of JACP's Irbid clients were satisfied with their loan size, fees and frequency of their loan product. However, over half (53.7%) of JACP's clients were dissatisfied with their interest rate and with their payment frequency. Also more than 80% considered loan size, term, interest rate and payment frequency as such. 68% considered fees as such.

Most clients were satisfied with the friendliness of the staff but only around half were satisfied with the application process and disbursement. Around 80% JACP clients were satisfied with the office environment.

Looking at the gender difference, neither of the two females surveyed were satisfied with their loan fees or term, compared to the 39 males surveyed in Irbid. One of the two females and half of the males were unsatisfied with their interest rate and for loan size, one of the two females and a third of males were unsatisfied with it. On the other hand, both males and females were satisfied with the customer service and office environment in general except for one third of the males who were unsatisfied with the process.

Further analysis indicates that more than a third of the clients with loan sizes of JD1000- JD10,000 were unsatisfied with their interest rates, nearly 30% of those clients with 30 and 35 months loan terms were unsatisfied while all with 6-month loan terms were satisfied with their interest rates, around 50% of those with interest rates of 17.5% and 21% and all with interest rates of 10% were satisfied with their interest rates. Most clients with higher rates were not. Most clients were also satisfied with their fees and half with their monthly payments.

More than 65% of the working capital loan clients were unsatisfied with their interest rates and one third were unsatisfied with the speed of loan application and disbursement. Clients with fixed assets loans showed slightly different results, with 50% unsatisfied with their interest rates and with their payment frequency, while 50% were unsatisfied with speed of loan application and disbursement. The result for a mixed loan type of working capital and fixed assets loan showed that around a third were not satisfied with their loan process and disbursement.

The most requested improvement by JACP clients was that JACP works on lowering interest rate, followed by canceling fees.

General Satisfaction

Table 5-1 indicates that around 61% of the clients are in general satisfied or strongly satisfied with JACP, and, as in Table 5-2, almost 61% of them would request a loan again. However, almost 10% of clients are unsatisfied (2.4%) or strongly unsatisfied (7.3%)

Table 5-1
General satisfaction

JACP	All		Male		Female	
Satisfaction level	No.	Percent	No.	Percent	No.	Percent
Strongly Unsatisfied	3	7.3	3	7.7		
Unsatisfied	3	7.3	3	7.7		
Not Satisfied	1	2.4	1	2.6		
Neutral	12	29.3	11	28.2	1	50.0
Satisfied	17	41.5	16	41.0	1	50.0
Strongly Satisfied	17	41.5	16	41.0	1	50.0
Strongly Satisfied	8	19.5	8	20.5		
Strongly Satisfied	8	19.5	8	20.5		
Total	41	100.0	39	100.0	2	100.0
Total	41	100.0	39	100.0	2	100.0

Table 5-2
Distribution of planning for a second loan from same MFI

JACP	All		Male		Female	
Plan to borrow again from MFI?	No.	Percent	No.	Percent	No.	Percent
Strongly Disagree	5	12.2	5	12.8		
Disagree	4	9.8	4	10.3		
Neutral	5	12.2	5	12.8		
Agree	11	26.8	11	28.2		
Strongly Agree	16	39.0	14	35.9	2	100.0
Total	41	100.0	39	100.0		

Satisfaction Analysis per City

Table 5-3 details JACP's Irbid clients' satisfaction level and the importance level in affecting decision-making of each loan product design, the customer service of the MFI, and its office environment. JACP Irbid clients were satisfied with and payment frequency of their loan product. However, over half (53.7%) of JACP's clients were dissatisfied with their payment frequency. Also more than 80% considered loan size, term, interest rate and payment conditions, and 68% considered fees as such.

Table 5-3
Satisfaction analysis for Irbid - % and (no.)

Irbid						
JACP	Satisfaction Level				Importance	
Product Design	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %
Loan Size	31.7 (13)	48.8 (20)	19.5 (8)		82.9 (34)	9.8 (4)
Loan Term	24.4 (10)	63.4 (26)	12.2 (5)		85.4 (35)	7.3 (3)
Interest Rate	53.7 (22)	29.3 (12)	14.6 (6)	2.4 (1)	80.5 (33)	17.1 (7)
Fees	22 (9)	68.3 (28)	4.9 (2)	4.9 (2)	68.3 (28)	26.8 (11)
Payment Frequency	43.9 (18)	53.7 (22)	2.4 (1)		92.7 (38)	7.3 (3)
Customer Service						
Speed of loan application process	39 (16)	53.7 (22)	7.3 (3)		97.6 (40)	
Speed of loan disbursal after application	31.7 (13)	61 (25)	4.9 (2)	2.4 (1)	97.6 (40)	
Friendliness of loan officer	4.9 (2)	95.1 (39)			100 (41)	
Loan officer understands my needs	4.9 (2)	90.2 (37)	4.9 (2)		92.7 (38)	4.9 (2)
Other branch staff were courteous	4.9 (2)	90.2 (37)	2.4 (1)	2.4 (1)	95.1 (39)	2.4 (1)
Office Environment						
Hours of operation	4.9 (2)	78 (32)	7.3 (3)	9.8 (4)	65.9 (27)	31.7 (13)
Facilities are clean	2.4 (1)	87.7 (36)	2.4 (1)	7.3 (3)	85.4 (35)	9.8 (4)
Convenient location	15 (6)	82.5 (33)	2.5 (1)		77.5 (31)	17.5 (7)

Field Survey – New MFI Products – Phase II

No. of respondents = 41

JACP Satisfaction Analysis per Gender

Looking at the gender difference, neither of the two females surveyed were satisfied with their loan fees or term, compared to the 39 males surveyed in Irbid. One of the two females and half of the males were unsatisfied with their interest rate and loan size, one of the two females and a third of males were unsatisfied with it. On the other hand, both males and females were satisfied with the customer service and office environment in general except for one third of the males who were unsatisfied with the process.

a. Female Clients

Table 5-4 details JACP's two female respondent clients' satisfaction level and the importance level in affecting decision making for the listed topics of the loan product design, the customer service of the MFI, and its office environment.

Table 5-4
Satisfaction analysis for females

Female						
JACP	Satisfaction Level				Importance	
Product Design	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %
Loan Size	50 (1)		50 (1)		100 (2)	
Loan Term	100 (2)				100 (2)	
Interest Rate	50 (1)		50 (1)		100 (2)	
Fees	100 (2)				100 (2)	
Payment Frequency	50 (1)	50 (1)			100 (2)	
Customer Service						
Speed of loan application process	100 (2)				100 (2)	
Speed of loan disbursal after application	50 (1)	50 (1)			100 (2)	
Friendliness of loan officer		100 (2)			100 (2)	
Loan officer understands my needs		100 (2)			100 (2)	
Other branch staff were courteous		100 (2)			100 (2)	
Office Environment						
Hours of operation		100 (2)			100 (2)	
Facilities are clean		100 (2)			100 (2)	
Convenient location		100 (2)			100 (2)	

no. of respondents = 2

a. Male Clients

Table 5-5 details JACP's male clients' satisfaction level and the importance level in affecting decision-making of each loan product design, the customer service of the MFI, and its office environment.

Table 5-5
Satisfaction analysis for males - % and (no.)

Male						
JACP	Satisfaction Level					
Product Design	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %
Loan Size	30.8 (12)	51.3 (20)	15.7 (7)		82.1 (32)	17.9 (7)
Loan Term	20.5 (8)	66.7 (26)	12.8 (5)		84.6 (33)	15.4 (6)
Interest Rate	53.8 (21)	30.8 (21)	12.8 (5)	2.6 (1)	79.5 (31)	20.5 (8)
Fees	17.9 (7)	71.8 (28)	5.1 (2)	5.1 (2)	66.7 (26)	33.3 (13)
Payment Frequency	43.6 (17)	53.8 (21)	2.6 (1)		92.3 (36)	7.7 (3)
Customer Service						
Speed of loan application process	35.9 (14)	56.4 (22)	7.7 (3)		97.4 (38)	2.6 (1)
Speed of loan disbursal after application	30.8 (12)	61.5 (24)	5.1 (2)	2.6 (1)	97.4 (38)	2.6 (1)
Friendliness of loan officer	5.1 (2)	94.9 (37)			100 (39)	
Loan officer understands my needs	5.1 (2)	89.7 (35)	5.1 (2)		92.3 (36)	7.7 (3)
Other branch staff were courteous	5.1 (2)	89.7 (35)	2.6 (1)	2.6 (1)	94.9 (37)	5.1 (2)
Office Environment						
Hours of operation	5.1 (2)	76.9 (30)	7.7 (3)	10.3 (4)	64.1 (25)	35.9 (14)
Facilities are clean	2.6 (1)	87.2 (34)	2.6 (1)	7.7 (3)	84.6 (33)	15.4 (6)
Convenient location	15.8 (6)	81.6 (31)	2.6 (1)		76.3 (29)	23.7 (9)

no. of respondents =39

Satisfaction Analysis per Type of Loan Use

More than 65% of the working capital loan clients were unsatisfied with their interest rates and one third were unsatisfied with the speed of loan application. Clients with fixed assets loans showed slightly different results, with 50% unsatisfied with their interest rates and 50% unsatisfied with speed of loan application and disbursement. The result for the mixed loan type of working capital and fixed assets loan showed that around one third were not satisfied with their loan application and disbursement.

a. Working Capital Loan Clients

Table 5-6 details JACP's working capital loan clients' satisfaction level and the importance level in affecting decision-making topics of the loan product design, the customer service of the MFI, and its office environment.

Table 5-6
Satisfaction analysis for working capital loan clients - % and (no.)

Working Capital						
JACP	Satisfaction Level				Importance	
Product Design	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %
Loan Size	27.8 (5)	50 (9)	22.2 (4)		88.9 (16)	5.6 (1)
Loan Term	16.7 (3)	66.7 (12)	16.7 (3)		94.4 (17)	
Interest Rate	66.7 (12)	22.2 (4)	11.1 (2)		88.9 (16)	5.6 (1)
Fees	16.7 (3)	77.8 (14)		5.6 (1)	72.2 (13)	22.2 (4)
Payment Frequency	27.8 (5)	72.2 (13)			94.4 (17)	5.6 (1)
Customer Service						
Speed of loan application process	33.3 (6)	61.1 (11)	5.6 (1)		100 (18)	
Speed of loan disbursal after application	16.7 (3)	83.3 (15)			100 (18)	
Friendliness of loan officer		100 (18)			100 (18)	
Loan officer understands my needs	5.6 (1)	94.4 (17)			88.9 (16)	5.6 (1)
Other branch staff were courteous	5.6 (1)	94.4 (17)			100 (18)	
Office Environment						
Hours of operation		77.8 (14)	11.1 (2)	11.1 (2)	61.1 (11)	33.3 (6)
Facilities are clean		100 (18)			83.3 (15)	5.6 (1)
Convenient location	5.9 (1)	88.2 (15)	5.9 (1)		76.5 (13)	17.6 (3)

No. of respondents=18

b. Fixed Assets Loan Clients

Table 5-7 details JACP's fixed assets loan clients' satisfaction level and the importance level in affecting decision-making topics of the loan product design, the customer service of the MFI, and its office environment.

Table 5-7
Satisfaction analysis for fixed assets loan clients - % and (no.)

Fixed Assets						
JACP	Satisfaction Level				Importance	
Product Design	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %
Loan Size	30 (3)	40 (4)	30 (3)		80 (8)	10 (1)
Loan Term	30 (3)	60 (6)	10 (1)		70 (7)	20 (2)
Interest Rate	50 (5)	30 (3)	20 (2)		70 (7)	30 (3)
Fees		70 (7)	20 (2)	10 (1)	50 (5)	40 (4)
Payment Frequency	70 (7)	30 (3)			100 (10)	
Customer Service						
Speed of loan application process	50 (5)	40 (4)	10 (1)		90 (9)	
Speed of loan disbursal after application	50 (5)	20 (2)	20 (2)	10 (1)	90 (9)	
Friendliness of loan officer		100 (10)			100 (10)	
Loan officer understands my needs		90 (9)	10 (1)		100 (10)	
Other branch staff were courteous		90 (9)	10 (1)		100 (10)	
Office Environment						
Hours of operation		90 (9)		10 (1)	70 (7)	30 (3)
Facilities are clean		80 (8)	10 (1)	10 (1)	80 (8)	20 (2)
Convenient location	10 (1)	90 (9)			80 (8)	10 (1)

no. of respondents = 10

c. Mixed Type Loan (Working Capital and Fixed Assets) Clients

Table 5-8 details JACP's mixed loan clients' satisfaction level and the importance level in affecting decision-making of the loan product design, the customer service of the MFI, and its office environment.

Table 5-8
Satisfaction analysis for mixed loan clients - % and (no.)

Working Capital and Fixed Assets						
JACP	Satisfaction Level				Importance	
Product Design	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %
Loan Size	38.5 (5)	53.8 (7)	7.7 (1)		76.9 (10)	15.4 (1)
Loan Term	30.8 (4)	61.5 (8)	7.7 (1)		84.6 (11)	7.7 (1)
Interest Rate	38.5 (5)	38.5 (5)	15.4 (2)	7.7 (1)	76.9 (10)	23.1 (3)
Fees	46.2 (6)	53.8 (7)			76.9 (10)	23.1 (3)
Payment Frequency	46.2 (6)	46.2 (6)	7.7 (1)		84.6 (11)	15.4 (2)
Customer Service						
Speed of loan application process	38.5 (5)	53.8 (7)	7.7 (1)		100 (13)	
Speed of loan disbursal after application	38.5 (5)	61.5 (8)			100 (13)	
Friendliness of loan officer	15.4 (2)	84.6 (11)			100 (13)	
Loan officer understands my needs	7.7 (1)	84.6 (11)	7.7 (1)		92.3 (12)	7.7 (1)
Other branch staff were courteous	7.7 (1)	84.6 (11)		7.7 (1)	84.6 (11)	7.7 (1)
Office Environment						
Hours of operation	15.4 (2)	69.2 (9)	7.7 (1)	7.7 (1)	69.2 (9)	30.8 (4)
Facilities are clean	7.7 (1)	76.9 (10)		15.4 (2)	92.3 (12)	7.7 (1)
Convenient location	30.8 (4)	69.2 (9)			76.9 (10)	23.1 (3)

no. of respondents=12

Satisfaction with Size of Loan According To The Currently Held Loan Size

Table 5-9 shows that all those that have loans below JD 500 are satisfied with their loan size and 69.2% of those with Nearly one third of all clients that have loan sizes between JD1001- JD10,000 are unsatisfied with their loan size as v have loan sizes above JD10,000.

Half of those who are currently holding loans of above JD1000 are satisfied with their loan size, the other half is neutr

Table 5-9
Satisfaction analysis according to loan size - % and (no.)

JACP	Loan Size			
Current Loan Size	Unsatisfied%	Satisfied%	Neutral%	Total%
<500		100.0 (1)		100.0 (1)
1001-3000	29.4 (5)	41.2 (7)	29.4 (5)	100.0 (17)
3001-6000	30.8 (4)	69.2 (9)		100.0 (13)
6001-10000	37.5 (3)	25.0 (2)	37.5 (3)	100.0 (8)
Above 10000	50.0 (1)	50.0 (1)		100.0 (2)

(no. of respondents=41)

Satisfaction with Loan Term According to the Currently Held Loan term

Table 5-10 shows that all those with loan term of 6 months are satisfied. One third of those clients that have a loan ter not satisfied with their loan term, as well as 20 of clients that have a loan term of 18 months. Surprisingly, the larger th percentage of satisfied clients.

Table 5-10
Satisfaction analysis according to loan term - % and (no.)

JACP				
Current Loan Term (Months)	Unsatisfied%	Satisfied%	Neutral%	Total%
6.00		100.0 (1)		100.0 (1)
6.00		100.0 (1)		100.0 (1)
18.00	20.0 (1)	80.0 (4)		100.0 (5)
18.00	20.0 (1)	80.0 (4)		100.0 (5)
24.00	12.5 (1)	75.0 (6)	12.5 (1)	100.0 (8)
24.00	12.5 (1)	75.0 (6)	12.5 (1)	100.0 (8)
30.00	33.3 (1)	66.7 (2)		100.0 (3)

30.00	33.3 (1)	66.7 (2)		100.0 (3)
35.00	29.2 (7)	54.2 (13)	16.7 (4)	100.0 (24)
35.00	29.2 (7)	54.2 (13)	16.7 (4)	100.0 (24)

(no. of respondents = 41)

Satisfaction with Loan Interest According to the Currently Held Loan Interest

Table 5-11 indicates that all those clients that have a 24 percent interest rate are not satisfied with their rate, as well as those with a 27% interest rate. All those with a 10% interest rate are satisfied.

Table 5-11
Satisfaction analysis according to loan interest rate - % and (no.)

JACP					
Current	Unsatisfied%	Satisfied%	Neutral%	N/A %	Total%
10.00		100.0 (1)			100.0 (1)
17.50	40.0 (2)	40.0 (2)	20.0 (1)		100.0 (5)
17.50	40.0 (2)	40.0 (2)	20.0 (1)		100.0 (5)
21.00	25.0 (2)	50.0 (4)	25.0 (2)		100.0 (8)
21.00	25.0 (2)	50.0 (4)	25.0 (2)		100.0 (8)
24.50	100.0 (3)				100.0 (3)
24.50	100.0 (3)				100.0 (3)
27.00	62.5 (15)	20.8 (5)	12.5 (3)	4.2 (1)	100.0 (24)
27.00	62.5 (15)	20.8 (5)	12.5 (3)	4.2 (1)	100.0 (24)

(no. of respondents = 41)

Satisfaction with Loan Fees According to the Currently Held Loan Fees

Table 5-12 indicates that there is no apparent pattern between amount of fees paid and levels of satisfaction. For example, those who pay JD16 are satisfied while all those who pay JD10 fees are dissatisfied.

Table 5-12
Satisfaction analysis according to loan fees - % and (no.)

JACP					
Feed (JD)	Unsatisfied%	Satisfied%	Neutral%	N/A %	Total%
3.00		100.0 (1)			100.0 (1)
8.00	7.7 (1)	76.9 (10)		15.4 (2)	100.0 (13)
8.00	7.7 (1)	76.9 (10)		15.4 (2)	100.0 (13)
10.00	100.0 (2)				100.0 (2)
10.00	100.0 (2)				100.0 (2)

15.00	25.0 (6)	66.7 (16)	8.3 (2)		100.0 (24)
16.00		100.0 (1)			100.0 (1)
16.00		100.0 (1)			100.0 (1)

(no. of respondents = 41)

Satisfaction in Loan Payment Frequency According to the Currently Held Loan Payment Frequency

Table 5-13 indicates that while 53.7% of clients are satisfied with their monthly payment frequency, 44% of the client

Table 5-13
Satisfaction analysis according to loan repayment frequency - % and (no.)

JACP				
Payment Freq.	Unsatisfied%	Satisfied%	Neutral%	Total%
Monthly	43.9 (18)	53.7 (22)	2.4 (1)	100.0 (41)

(no. of respondents= 41)

Required Improvements

To improve their satisfaction with JACP the respondent clients cited the following necessary changes listed in Table 5 improvement was that JACP works on lowering interest rate, followed by canceling fees for late repayments

Table 5-14
Clients satisfaction would improve if the MFI made the following changes - % and (no.)

JACP	
Issue	No.
Lowering of repayment amount/installments	7
Easier required collateral	3
Payments to be on a monthly basis	3
Lowering interest rates	10
Monthly repayment amounts to vary month to month based on business income	7

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Disbursing the requested amount of loan- no increase or decrease	3	
Canceling fees for late repayments	8	
Easier procedures	4	
giving a second loan parallel to my first loan	2	
Lowering interest rates upon repaying a larger installment than specified	1	
Faster disbursement of loan and completing application transaction	6	

Table 5-14 continued - % and (no.)

Issue	JACF	
	No.	
Increasing size of loan	3	
not fixing the time (usually 12:00 pm) for loan repayment	1	
Cancellation of Check guarantee	2	
Not discounting the interest in advance from the loan size	1	
Use of Surabaya and Interest methods to allow for choice	1	
Giving the borrower a period of time to repay directly after taking the loan	1	
More trust between MFI and Client	1	

Best Liked Issues

Table 5-14 details the following best-liked issues that were reported for JACP, with 39.1% appreciating the relationship.

Table 5-14
Clients' best liked issues in MFI

Issue	JACF	
	No.	
Nice, gentle, good, flexible, excellent interaction with loan officer	27	
Easy procedure and quick loan disbursement	19	
Reasonable collateral	6	
Low interest rate	2	
Everything is good in this MFI	1	
Continuous follow up with client	6	
I like nothing in this MFI	1	
Respect for client and taking into consideration his needs	1	
actually giving out the loan amount requested	1	
The fact that I did not need a government employee as a cosigner	3	
Easy repayments	2	

6 MFW Satisfaction Analysis

The majority (80%) of MFW's clients were in general satisfied with its products and services and plan to request a second loan. On the other hand, detailed analysis showed that above 40% of MFW Baqaa, Zarqa and Ruseifa clients were unsatisfied with their loan terms. MFW Zarqa and Ruseifa clients were unsatisfied with their loan payment frequency in comparison to only 20% of Baqaa clients. Regarding satisfaction with the offered interest rate, 60% of Baqaa clients were unsatisfied compared to 30% of Zarqa/Ruseifa clients. All interviewed clients were satisfied with the customer service and office environment of MFW.

Looking at the loan type difference, only one third of the group loan clients were unsatisfied with their loan size, term and interest rate. They were unsatisfied with their payment frequency. As for the individual loan clients, also a third of them were unsatisfied with their loan term, while around 70% were unsatisfied with the interest rate.

Further analysis indicate that around 45% of those clients who are currently holding loans of less than JD500 are satisfied with their loan terms. As for those with more than 44% of those clients with 6 months loan term were satisfied with the period. As for interest rates, the majority of those with loans with interest rate of 12% and around 48% of those are satisfied with it. Around one third of the working capital loans were satisfied with their interest rates and loan size, and nearly 46% were satisfied with their loan term and frequency of payment. All clients were satisfied with their fees of JD3.

General Satisfaction

Table 6-1 indicates that more than 80% of the clients are in general satisfied or strongly satisfied with MFW, and, as a result, more than 80% of them would request a loan again.

Table 6-1
General satisfaction

MFW Satisfaction level	All	
	No.	Percent
Strongly Unsatisfied	1	2.4
Strongly Unsatisfied	1	2.4
Neutral	5	12.2
Satisfied	13	31.7
Satisfied	13	31.7
Strongly Satisfied	22	53.7
Total	41	100.0
Total	41	100.0

Table 6-2
Distribution of planning for a second loan from same MFI

MFW Plan to borrow again from MFI?	All	
	No.	Percent
Strongly Disagree		
Disagree		
Neutral	5	12.2
Agree	11	26.8
Strongly Agree	25	61.0
Total	41	100.0

Table 6-3 details the satisfaction level of MFW clients. More than 45% are satisfied with their loan size, terms and interest rate. More than two thirds were satisfied with the fees amount. Payment frequency was the main issue of dissatisfaction were nearly half of the respondents were unsatisfied.

On the other hand, Over 85% were satisfied with loan application process and disbursement speed. All respondents were satisfied with the friendliness of the loan officer and 90% with officer's level of understanding of their needs. Also, MFW office environment was satisfactory for most clients as shown in Table.

Table 6-3
Satisfaction analysis For Total Sample- % and (no.)

MFW	Satisfaction Level				Importance	
Product Design	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %
Loan Size	29.3 (12)	46.3 (19)	24.4 (10)		87.8 (36)	9.8 (4)
Loan Term	41.5 (17)	46.3 (19)	12.2 (5)		97.6 (40)	
Interest Rate	36.6 (15)	46.3 (19)	17.1 (7)		87.8 (36)	2.4 (1)
Fees	12.2 (5)	68.3 (28)	19.5 (8)		78.0 (32)	17.1 (7)
Payment Frequency	56.1 (23)	34.1 (14)	9.8 (4)		90.2 (37)	
Customer Service	Satisfaction Level				Importance	
	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %
Speed of loan application process	2.4 (1)	81.8 (12)	9.8 (14)		97.6 (40)	
Speed of loan disbursal after application	4.9 (2)	85.4 (12)	9.8 (4)		95.1 (39)	
Friendliness of loan officer		100 (41)			97.6 (40)	
Loan officer understands my needs	2.4 (1)	90.2 (12)	7.3 (3)		95.1 (39)	
Other branch staff were courteous		75.6 (12)	4.9 (2)		80.5 (33)	2.4 (1)
Office Environment						
Hours of operation		97.6 (40)	2.4 (1)		85.4 (35)	7.3 (3)
Facilities are clean	2.5 (1)	80 (32)	12.5 (5)	5.0 (2)	85.0 (34)	7.5 (3)
Convenient location		97.6 (40)	2.4 (1)		97.6 (40)	

(no. of respondents = 41)

Satisfaction Analysis Per City

Table 6-4 details MFW's Baqaa, Zarqa and Ruseifa clients' satisfaction level and the importance level in affecting dec listed topics of the loan product design, the customer service of the MFI, and its office environment. It should be noted area are more satisfied with their loan products than Baqaa clients, except for the payment frequency.

Table 6-4
Satisfaction analysis for Zarqa and Ruseifa - % and (no.)

Zarqa Area						
MFW	Satisfaction Level				Importa	
Product Design	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %
Loan Size	29 (9)	51.6 (16)	19.4 (6)		96.8 (30)	3.2 (1)
Loan Term	41.9 (13)	54.8 (17)	3.2 (1)		100 (31)	
Interest Rate	29 (9)	54.8 (17)	16.1 (5)		90.3 (28)	3.2 (1)
Fees	9.7 (3)	77.4 (24)	12.9 (4)		80.6 (25)	16.1 (5)
Payment Frequency	67.7 (21)	32.3 (10)			96.8 (30)	
Zarqa Area						
	Satisfaction Level				Importa	
Customer Service	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %
Speed of loan application process	3.2 (1)	90.3 (28)	6.5 (2)		96.8 (30)	
Speed of loan disbursal after application	3.2 (1)	90.3 (28)	6.5 (2)		100 (31)	
Friendliness of loan officer		100 (31)			100 (31)	
Loan officer understands my needs	3.2 (1)	93.5 (29)	3.2 (1)		100 (31)	
Other branch staff were courteous		96.8 (30)	3.2 (1)		100 (31)	
Office Environment						
Hours of operation		100 (31)			87.1 (27)	9.7 (3)
Facilities are clean	3.2 (1)	87.1 (27)	3.2 (1)	6.5 (2)	87.1 (27)	9.7 (3)
Convenient location		100 (31)			100 (31)	

(no. of respondents = 32)

Table 6-3 continued - % and (no.)

Baqaa						
	Satisfaction Level				Importance	
Product Design	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %
Loan Size	30 (3)	30 (3)	40 (4)		60 (6)	30 (3)
Loan Term	40 (4)	20 (2)	40 (4)		90 (9)	
Interest Rate	60 (6)	20 (2)	20 (2)		80 (8)	
Fees	20 (2)	40 (4)	40 (4)		70 (7)	20 (2)
Payment Frequency	20 (2)	40 (4)	40 (4)		70 (7)	
Customer Service						
Speed of loan application process		80 (8)	20 (2)		100 (10)	
Speed of loan disbursement after application	10 (1)	70 (7)	20 (2)		80 (8)	
Friendliness of loan officer		100 (10)			90 (9)	
Loan officer understands my needs		80 (8)	20 (2)		80 (8)	
Other branch staff were courteous		10 (1)	10 (1)	80 (1)	20 (2)	10 (1)
Baqaa						
	Satisfaction Level				Importance	
Office Environment	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %
Hours of operation		90 (9)	10 (1)		80 (8)	
Facilities are clean		55.6 (5)	44.4 (4)		77.8 (7)	
Convenient location		90 (9)	10 (1)		90 (9)	

(no. of respondents=10)

Satisfaction Analysis per Type of Loan

a. Group Loans Clients

Table 6-5 details MFW's group loan clients' satisfaction level and the importance level in affecting decision-making of the loan product design, the customer service of the MFI, and its office environment. Looking at the loan type differences, 60% of group loan clients were unsatisfied with their loan size, term and interest rates, and 60% were unsatisfied with their p

Table 6-5
Satisfaction analysis for group loans clients - % and (no.)

Group						
MFW	Satisfaction Level				Importance	
Product Design	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %
Loan Size	28.9 (11)	47.4 (18)	23.7 (9)		86.8 (33)	10.5 (4)
Loan Term	42.1 (16)	44.7 (17)	13.2 (5)		97.4 (37)	
Interest Rate	34.2 (13)	47.4 (18)	18.4 (7)		86.8 (33)	2.6 (1)
Fees	13.2 (5)	65.8 (25)	21.1 (8)		76.3 (29)	18.4 (7)
Payment Frequency	60.5 (23)	28.9 (11)	10.5 (4)		89.5 (34)	
Customer Service						
Speed of loan application process	2.6 (1)	86.8 (33)	10.5 (4)		97.4 (37)	
Speed of loan disbursement after application	5.3 (2)	84.2 (32)	10.5 (4)		94.7 (36)	
Friendliness of loan officer		100 (38)			97.4 (37)	
Loan officer understands my needs	2.6 (1)	89.5 (34)	7.9 (3)		94.7 (36)	
Other branch staff were courteous		73.7 (28)	5.3 (2)	21.1 (8)	78.9 (30)	2.6 (1)
Office Environment						
Hours of operation		97.4 (37)	2.6 (1)		84.2 (32)	7.9 (3)
Facilities are clean	2.7 (1)	78.4 (29)	13.5 (5)	5.4 (2)	83.8 (31)	8.1 (3)
Convenient location		97.4 (37)	2.6 (1)		97.4 (37)	

(no. of respondents=38)

b. Individual Loans Clients

Table 6-6 details the three MFW's individual loan clients' satisfaction level and the importance level in affecting decision making on the listed topics of the loan product design, the customer service of the MFI, and its office environment. One of the three is unsatisfied with her loan size and term, while two were unsatisfied with the interest rate.

Table 6-6
Satisfaction analysis for individual loans clients - % and (no.)

Individual Loan						
MFW	Satisfaction Level				Importance	
Product Design	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %
Loan Size	33.3 (1)	33.3 (1)	33.3 (1)		100 (3)	
Loan Term	33.3 (1)	66.7 (2)			100 (3)	
Interest Rate	66.7 (2)	33.3 (1)			100 (3)	
Fees		100 (3)			100 (3)	
Payment Frequency		100 (3)			100 (3)	
Customer Service						
Speed of loan application process		100 (3)			100 (3)	
Speed of loan disbursement after application		100 (3)			100 (3)	
Friendliness of loan officer		100 (3)			100 (3)	
Loan officer understands my needs		100 (3)			100 (3)	
Other branch staff were courteous		100 (3)			100 (3)	
Office Environment						
Hours of operation		100 (3)			100 (3)	
Facilities are clean		100 (3)			100 (3)	
Convenient location		100 (3)			100 (3)	

(no. of respondents=3)

Satisfaction Analysis by Type of Loan Use

a. Working Capital Clients

Table 6-7 details MFW's working capital loan clients' satisfaction level and the importance level in affecting decision-making topics of the loan product design, the customer service of the MFI, and its office environment.

Table 6-7
Satisfaction analysis for working capital loan clients - % and (no.)

Working Capital						
MFW	Satisfaction Level				Importance	
Product Design	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %
Loan Size	28.2 (11)	46.2 (18)	25.6 (10)		87.2 (34)	10.3 (4)
Loan Term	41 (16)	46.2 (18)	12.8 (5)		97.4 (38)	
Interest Rate	35.9 (14)	46.2 (18)	17.9 (7)		87.2 (34)	2.6 (1)
Fees	12.8 (5)	66.7 (26)	20.5 (8)		79.5 (31)	15.4 (6)
Payment Frequency	53.8 (21)	35.9 (14)	10.3 (4)		89.7 (35)	
Customer Service						
Speed of loan application process	2.6 (1)	87.2 (34)	10.3 (4)		97.4 (38)	
Speed of loan disbursement after application	5.1 (2)	84.6 (33)	10.3 (4)		94.9 (37)	
Friendliness of loan officer		100 (39)			97.4 (38)	
Loan officer understands my needs	2.6 (1)	89.7 (55)	7.7 (3)		94.9 (37)	
Other branch staff were courteous		74.4 (29)	5.1 (2)	20.5 (8)	79.5 (31)	2.6 (1)
Office Environment						
Hours of operation		97.4 (38)	2.6 (1)		87.2 (34)	7.7 (3)
Facilities are clean	2.6 (1)	78.9 (30)	13.2 (5)	5.3 (2)	86.8 (33)	7.9 (3)
Convenient location		97.4 (38)	2.6 (1)		97.4 (38)	

(no. of respondents =39)

b. Fixed Assets loans Clients

Only one respondent had a fixed assets loan from MFW.

Satisfaction in Size of Loan According to the Currently Held Loan Size

Table 6-8 indicates that around 45% of those clients who are currently holding loans of less than JD500 are satisfied

Table 6-8
Satisfaction analysis according to loan size - % and (no.)

MFW				
Current Loan Size (JD)	Unsatisfied%	Satisfied%	Neutral%	Total%
<500	30.6 (11)	44.4 (16)	25.0 (9)	100.0 (36)
501-1000	33.3 (1)	66.7 (2)		100.0 (3)
501-1000	33.3 (1)	66.7 (2)		100.0 (3)
1001-3000		50.0 (1)	50.0 (1)	100.0 (2)
1001-3000		50.0 (1)	50.0 (1)	100.0 (2)

(no. of respondents=41)

Satisfaction in Loan Term According to the Currently Held Loan Term

Table 6-9 shows that 44% of clients that have a loan term of 6 months were satisfied.

Table 6-9
Satisfaction analysis according to loan term - % and (no.)

MFW				
Current Loan Term (Months)	Unsatisfied%	Satisfied%	Neutral%	Total%
6.00	42.1 (16)	44.7 (17)	13.2 (5)	100.0 (38)
8.00	100.0 (1)			100.0 (1)
8.00	100.0 (1)			100.0 (1)
10.00		100.0 (1)		100.0 (1)
10.00		100.0 (1)		100.0 (1)

(no. of respondents=41)

Satisfaction in Loan Interest According to the Currently Held Loan Interest

Table 6-10 indicates that the majority of respondents have loans with interest rate of 12% and around 48% of those a

Table 6-10
Satisfaction analysis according to loan interest rate - % and (no.)

MFW				
Current Interest Rate	Unsatisfied%	Satisfied%	Neutral%	Total%
12.00%	34.2 (13)	47.4 (18)	18.4 (7)	100.0 (38)
16.00%	100.0 (1)			100.0 (1)
16.00%	100.0 (1)			100.0 (1)
20.00%	100.0 (1)			100.0 (1)
20.00%	100.0 (1)			100.0 (1)

(no. of respondents=40)

Satisfaction in Loan Fees According to the Currently Held Loan Fees

Table 6-11 indicates that the majority of respondents pay JD3 in fees and around 63% of those are satisfied with the :

Table 6-11
Satisfaction analysis according to loan fees - % and (no.)

MFW				
Current Fees (JD)	Unsatisfied%	Satisfied%	Neutral%	Total%
3.00	14.3 (5)	62.9 (22)	22.9 (8)	100.0 (35)
5.00		100.0 (3)		100.0 (3)
5.00		100.0 (3)		100.0 (3)
10.30		100.0 (1)		100.0 (1)
10.30		100.0 (1)		100.0 (1)
10.50		100.0 (1)		100.0 (1)
10.50		100.0 (1)		100.0 (1)

(no. of respondents=40)

Satisfaction in Loan Payment Frequency According to the Currently Held Loan Payment Frequency

Table 6-12 indicates that more than half of the clients are unsatisfied with their bi-weekly payment frequency.

Table 6-12
Satisfaction analysis according to loan repayment frequency - % and (no.)

MFW				
Payment Freq.	Unsatisfied	Satisfied	Neutral	Total
Bi-weekly	55.0 (22)	35.0 (14)	10.0 (4)	100.0 (40)

Required Improvements

To improve their satisfaction with JACP the respondent clients cited the following necessary changes listed in Table 6 improvement was that MFW works on varying monthly repayment amounts based on business income, followed by low

Table 6-13
Clients' satisfaction would improve if the MFI made the following changes

	M
Issue	No.
Better outreach of loan officers/ work in the field to attract more clients	1
Lowering of repayment amount/installments	10
Payments to be on a monthly basis	3
improving dealing and interaction of loan officers	1
Lowering interest rates	13
Monthly repayment amounts to vary month to month based on business income	20
Disbursing the requested amount of loan- no increase or decrease	5
Giving a larger second loan when first loan is paid in full and according to commitment	1
Giving loans to persons outside their specified geographic area - especially for young females	1
Increasing size of loan	9
Help in marketing product or displaying it at MFI premises	1
Cancellation of group loans and giving individual loans only	1

Best Liked Issues

Table 6-14 details the following best-liked issues that were reported for MFW, with 42.7% appreciating the relationship

Table 6-14
Clients' best liked issues in MFI

	M
Issue	No.
Nice, gentle, good, flexible, excellent interaction with loan officer	32
Easy procedure and quick loan disbursement	22
Everything is good in this MFI	1
Proximity of MFI	1
Informing us of seasonal loans	3
The fact that they helped me in starting/enhancing my project	5
Respect for client and taking into consideration his needs	8
The fact that I did not need a government employee as a cosigner	1
Faster than banks and their complicated procedures	1
Loan is offered for a group and this is what I like about it	1

7

JMCC Satisfaction Analysis

Around 60% of the clients are in general satisfied or strongly satisfied with JMCC, and around 45% of them would request another loan from JMCC. At the gender difference in the general satisfaction it may be noted that females are slightly more satisfied than males, inclined to request another loan from JMCC. Detailed analysis showed that over 40% of JMCC's clients in Amman were satisfied with the size, term, and payment frequency of their loan product, and 62% were unsatisfied with their interest rate. Also most clients considered loan size, term, interest, and payment frequency as important conditions. Most clients were satisfied with the customer service and office environment.

Looking at the gender differences, one third of the females were unsatisfied with their loan size, term and interest rate and 40% were unsatisfied with their payment frequency. As for the males more than 40% were unsatisfied with their loan size and term and 40% with the interest rate and one-third with the payment frequency. On the other hand, both males and females were satisfied with the customer service and office environment.

Further analysis indicates that a third of the clients with loan sizes below JD1000 were unsatisfied with their loan size and 40% of those clients with loan sizes above JD1000. Also, more than 40% of those clients with 6, 14, and 15 months loan terms were unsatisfied with loan term of 12 months. As for interest rates, more than 50% of JMCC clients were unsatisfied with their interest rate paid.

The most requested improvement by JMCC clients was to vary monthly repayment amounts, followed by lower interest rates.

General Satisfaction

Table 7-1 indicates that around 60% of the clients are in general satisfied or strongly satisfied with JMCC, and, as shown in Table 5-1, 45% of them would request a loan again. Looking at the gender difference in the general satisfaction it may be noted that females are more likely to be satisfied than males, and more of them were inclined to request another loan from JMCC.

Table 5-1
General satisfaction

JMCC	All		Male		Female	
Satisfaction level	No.	Percent	No.	Percent	No.	Percent
Strongly Unsatisfied						
Strongly Unsatisfied						
Not Satisfied	1	2.5	1	3.7		
Neutral	15	37.5	11	40.7	4	
Satisfied	16	40.0	10	37.0	6	
Satisfied	16	40.0	10	37.0	6	
Strongly Satisfied	8	20.0	5	18.5	3	
Strongly Satisfied	8	20.0	5	18.5	3	
Total	40	100.0	27	100.0	13	
Total	40	100.0	27	100.0	13	

Table 7-2
Distribution of planning for a second loan from same MFI

JMCC	All		Male		Female	
Plan to borrow again from MFI?	No.	Percent	No.	Percent	No.	Percent
Strongly Disagree	2	5.0	2	7.4		
Disagree	7	17.5	6	22.2	1	
Neutral	5	12.5	4	14.8	1	
Agree	14	35.0	9	33.3	5	
Strongly Agree	12	30.0	6	22.2	6	
Total	40	100.0	27	100.0	13	

JMCC Satisfaction Analysis per City

Table 7-3 indicates that approximately 40% of JMCC Amman clients were unsatisfied with their loan size, term, and product, and 62% were unsatisfied with their interest rate. Also most JMCC clients considered loan size, term, and frequency as important conditions. Most clients were satisfied with the customer service and office environment.

Table 7-3
Satisfaction analysis for Amman - % and (no.)

Amman						
JMCC	Satisfaction Level				Importance	
Product Design	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %
Loan Size	45 (18)	25 (10)	30 (12)		100 (40)	
Loan Term	40 (16)	35 (14)	25 (10)		95 (38)	2.5 (1)
Interest Rate	60 (24)	27.5 (11)	12.5 (5)		97.5 (39)	2.5 (1)
Fees	22.5 (9)	67.5 (27)	10 (4)		87.5 (35)	7.5 (3)
Payment Frequency	42.5 (17)	37.5 (15)	20 (8)		100 (40)	
Amman						
	Satisfaction Level				Importance	
Customer Service	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %
Speed of loan application process	15 (6)	70 (28)	15 (6)		100 (40)	
Speed of loan disbursement after application	5 (2)	90 (36)	5 (2)		100 (40)	
Friendliness of loan officer	5 (2)	95 (38)			100 (40)	
Loan officer understands my needs	5 (2)	95 (38)			100 (40)	
Other branch staff were courteous	2.5 (1)	62.5 (25)	7.5 (3)	27.5 (11)	72.5 (29)	
Office Environment						
Hours of operation	10 (4)	87.5 (35)	2.5 (1)		80 (32)	12.5 (5)
Facilities are clean		95 (38)	2.5 (1)	2.5 (1)	90 (36)	2.5 (1)

Field Survey – New MFI Products – Phase II

Convenient location	2.5 (1)	92.5 (37)	5 (2)		97.5 (39)	2.5 (1)
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(no. of respondents=40)

Satisfaction Analysis by Gender

Looking at the gender differences, one third of the females were unsatisfied with their loan size, term and interest rate unsatisfied with their payment frequency. As for the males more than 40% were unsatisfied with their loan size and term with the interest rate and one-third with the payment frequency. On the other hand, both males and females were satisfied with service and office environment.

a. Female Clients

Table 7-4 details JMCC's female clients' satisfaction level and the importance level in affecting decision-making of each loan product design, the customer service of the MFI, and its office environment, while Table 7-5 shows the satisfaction levels of male clients.

Table 7-4
Satisfaction analysis for females - % and (no.)

Female						
Product Design	Satisfaction Level				Importance	
	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimportant %
Loan Size	30.8 (4)	53.8 (7)	15.4 (2)		100 (13)	
Loan Term	38.5 (5)	38.5 (5)	23.1 (3)		100 (13)	
Interest Rate	38.5 (5)	46.2 (6)	15.4 (2)		92.3 (12)	7.7 (1)
Fees	15.4 (2)	69.2 (9)	15.4 (2)		84.6 (11)	7.7 (1)
Payment Frequency	61.5 (8)	23.1 (3)	15.4 (2)		100 (13)	
Customer Service						
Speed of loan application process	7.7 (1)	76.9 (10)	15.4 (2)		100 (13)	
Speed of loan disbursal after application		92.3 (12)	7.7 (1)		100 (13)	
Friendliness of loan officer		100 (13)			100 (13)	
Loan officer understands my needs		100 (13)			100 (13)	
Other branch staff were courteous		69.2 (9)	7.7 (1)	23.1 (3)	76.9 (10)	
Office Environment						
Hours of operation	7.7 (1)	84.6 (11)	7.7 (1)		69.2 (9)	7.7 (1)
Facilities are clean		92.3 (12)	7.7 (1)		84.6 (11)	
Convenient location	7.7 (1)	76.9 (10)	15.4 (2)		100 (13)	

No. of respondents= 13

b. Male Clients

Table 7-5
Satisfaction analysis for Males - % and (no.)

Male						
JMCC	Satisfaction Level					
Product Design	Unsatisfied %	Satisfied %	Neutral %	N/A %	Important %	Unimp %
Loan Size	51.9 (14)	11.1 (3)	37 (10)		100 (27)	
Loan Term	40.7 (11)	33.3 (9)	25.9 (7)		92.6 (25)	3.7
Interest Rate	70.4 (19)	18.5 (5)	11.1 (3)		100 (27)	
Fees	25.9 (7)	66.7 (18)	7.4 (2)		88.9 (24)	7.4
Payment Frequency	33.3 (9)	44.4 (12)	22.2 (6)		100 (27)	
Customer Service						
Speed of loan application process	18.5 (5)	66.7 (18)	14.8 (4)		100 (27)	
Speed of loan disbursal after application	7.4 (2)	88.9 (24)	3.7 (1)		100 (27)	
Friendliness of loan officer	7.4 (2)	92.6 (25)			100 (27)	
Loan officer understands my needs	7.4 (2)	92.6 (25)			100 (27)	
Other branch staff were courteous	3.7 (1)	59.3 (16)	7.4 (2)	29.6 (27)	70.4 (19)	
Office Environment						
Hours of operation	11.1 (3)	88.9 (24)			85.2 (23)	14.8
Facilities are clean		96.3 (26)		3.7 (1)	92.6 (25)	3.7
Convenient location		100 (27)			96.3 (26)	3.7

(no. of respondents = 27)

Satisfaction in Size of Loan According to the Currently Held Loan Size

Table 7-6 indicates that only one quarter of those in both loan size categories reported that they are satisfied. Fifty per cent of those currently holding loans of JD1000-3000 are unsatisfied with their loan size as well as one third of those holding loans

Table 7-6
Satisfaction analysis according to loan size - % and (no.)

JMCC				
Current Loan Size	Unsatisfied%	Satisfied%	Neutral%	Total%
501-1000	33.3 (4)	25.0 (3)	41.7 (5)	100.0 (12)
501-1000	33.3 (4)	25.0 (3)	41.7 (5)	100.0 (12)
1001-3000	50.0 (14)	25.0 (7)	25.0 (7)	100.0 (28)
1001-3000	50.0 (14)	25.0 (7)	25.0 (7)	100.0 (28)

(no. of respondents = 40)

Satisfaction in Loan Term According to the Currently Held Loan Term

Table 7-7 shows that those with loan term of 14 and 15 months are unsatisfied, whereas the client with loan term of 6 months is satisfied. 60% of those clients that have a loan term of 12 months are not satisfied with their loan term, as well as 31 of clients with loan term of 10 months and 40% with 6 month terms.

Table 7-7
Satisfaction analysis according to loan term

JMCC				
Current Loan Term	Unsatisfied%	Satisfied%	Neutral%	Total%
6.00	40.0 (4)	50.0 (5)	10.0 (1)	100.0 (10)
6.00	40.0 (4)	50.0 (5)	10.0 (1)	100.0 (10)
10.00	31.8 (7)	36.4 (8)	31.8 (7)	100.0 (22)
10.00	31.8 (7)	36.4 (8)	31.8 (7)	100.0 (22)
12.00	60.0 (3)		40.0 (2)	100.0 (5)
12.00	60.0 (3)		40.0 (2)	100.0 (5)
14.00	100.0 (1)			100.0 (1)
14.00	100.0 (1)			100.0 (1)
15.00	100.0 (1)			100.0 (1)
15.00	100.0 (1)			100.0 (1)
20.00		100.0 (1)		100.0 (1)
20.00		100.0 (1)		100.0 (1)

(no. of respondents = 40)

Satisfaction in Loan Interest According to the Currently Held Loan Interest

Table 7-8 shows that all those clients that have a 13%, 20% and 25% interest rates are not satisfied with their rate, as clients that have 12.25%, 13.5%, 14%, 14.5% interest rate, and 71% of those with 15.25% interest rate.

Table 7-8
Satisfaction analysis according to loan interest rate

JMCC				
Current Interest Rate	Unsatisfied%	Satisfied%	Neutral%	Total%
12.25	50.0 (1)	50.0 (1)		100.0 (2)
12.25	50.0 (1)	50.0 (1)		100.0 (2)
13.00	100.0 (1)			100.0 (1)
13.00	100.0 (1)			100.0 (1)
13.50	56.3 (9)	37.5 (6)	6.3 (1)	100.0 (16)
13.50	56.3 (9)	37.5 (6)	6.3 (1)	100.0 (16)
14.00	50.0 (3)	16.7 (1)	33.3 (2)	100.0 (6)
14.00	50.0 (3)	16.7 (1)	33.3 (2)	100.0 (6)
14.50	66.7 (2)		33.3 (1)	100.0 (3)
14.50	66.7 (2)		33.3 (1)	100.0 (3)
15.25	71.4 (5)	14.3 (1)	14.3 (1)	100.0 (7)
15.25	71.4 (5)	14.3 (1)	14.3 (1)	100.0 (7)
15.75		100.0 (1)		100.0 (1)
15.75		100.0 (1)		100.0 (1)
16.00	50.0 (1)	50.0 (1)		100.0 (2)
16.00	50.0 (1)	50.0 (1)		100.0 (2)
20.00	100.0 (1)			100.0 (1)
20.00	100.0 (1)			100.0 (1)

25.00	100.0 (1)			100.0 (1)
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(no. of respondents = 40)

Satisfaction in Loan Fees According to the Currently Held Loan Fees

Table 7-9 indicates that there is no apparent pattern between amount of fees paid and clients' dissatisfaction with fee: JD6 fees are unsatisfied with their loan fees. As well as nearly 25 of those that pay JD5 and JD10 in fees rate. All those are satisfied.

Table 7-9
Satisfaction analysis according to loan fees

JMCC				
Current Fees (JD)	Unsatisfied%	Satisfied%	Neutral%	Total%
3.00		100.0 (1)		100.0 (1)
5.00	21.7 (5)	73.9 (17)	4.3 (1)	100.0 (23)
5.00	21.7 (5)	73.9 (17)	4.3 (1)	100.0 (23)
6.00	100.0 (1)			100.0 (1)
6.00	100.0 (1)			100.0 (1)
8.00		100.0 (1)		100.0 (1)
8.00		100.0 (1)		100.0 (1)
10.00	21.4 (3)	57.1 (8)	21.4 (3)	100.0 (14)
10.00	21.4 (3)	57.1 (8)	21.4 (3)	100.0 (14)

(no. of respondents = 40)

Satisfaction in Loan Payment Frequency According to the Currently Held Loan Payment Frequency

Table 7-10 shows that more than third of the clients are unsatisfied with their payment frequency, with more clients dissatisfied with quarterly repayments than those with monthly repayments.

Table 7-10
Satisfaction analysis according to loan repayment frequency

JMCC				
Payment Freq.	Unsatisfied%	Satisfied%	Neutral%	Total%
Monthly	36.4 (4)	45.5 (5)	18.2 (2)	100.0 (11)
Weekly	44.8 (13)	34.5 (10)	20.7 (6)	100.0 (29)
Weekly	44.8 (13)	34.5 (10)	20.7 (6)	100.0 (29)

(no. of respondents), total=40

Required Improvements

To improve their satisfaction with JMCC the respondent clients cited the following necessary changes listed in Table 7-11. The most common improvement by JMCC clients was to vary monthly repayment amounts based on business income, followed by lower

Table 7-11
Clients' satisfaction would improve if the MFI made the following changes

Issue	JMCC	
	No.	
Lowering of repayment amount/installments	5	
Easier required collateral	3	
Payments to be on a monthly basis	4	
Improving dealing and interaction of loan officers	1	
Lowering interest rates	12	
varying monthly repayment amounts	13	
Disbursing the requested amount of loan- no increase or decrease	2	
Easier procedures	1	
Giving back to client the paid discounted bill directly upon repayment	1	
Faster disbursement of loan and completing application transaction	2	

Table 7-11 continued - % and (no.)

Issue	JMCC	
	No.	
Increasing size of loan	9	
Cancellation of Check guarantee	1	
Not discounting the interest in advance from the loan size	1	
Giving the borrower a period of time to repay directly after taking the loan	1	
Opening more branches that are nearer to me	1	
Dealing with borrower according to his affordability and nature of work	1	
Decrease of fees	1	

Best Liked Issues

Table 7-12 details the following best liked issues that were reported for JMCC, with 43.1% appreciating their relations

Table 7-12
Clients' best liked issues in MFI

Issue	JMCC	
	No.	
Nice, gentle, good, flexible, excellent interaction with loan officer	22	
Easy procedure and quick loan disbursement	13	
Nice and gentle interaction with Manager	1	
Reasonable collateral	3	
The fact that they helped me in starting/enhancing my project	5	
Respect for client and taking into consideration his needs	3	
Faster than banks and their complicated procedures	2	
Payment on a monthly basis	1	
Loan is offered individually and this is what I like about it	1	